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The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVI

NEW YORK, AUGUST 17, 1929

No. 7



Has the story come back?

Here is a novel people will read for its sheer delightful romance, for its movement and rich color. It is a novel of the old Northwest, when a handful of people planted a civilization in the wilderness. But better than this, it is the tale of Delia, daughter of the "divil DuGays"—a heroine whose personality has a wild-grape tang and sweetness and a frontier-bred strength.

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The author of "Mr. Wu" gives us her most colorful and dramatic novel. Mrs. Miln, says the *Bookman*, is "the most sympathetic of living interpreters of Chinese life." Aug. 22. \$2.00

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A fascinating, poignant story of the movie-mad boys and girls who storm the gates of Hollywood seeking fame and fortune. By the author of "The Defenders," etc. Aug. 22. \$2.00

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New York

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The GALAXY

By-SUSAN ERTZ

With 40,000 copies printed and a second printing necessary before publication to meet advance orders and no book-club sale, the re-orders are snowing us under from all parts of the country. The day after publication droves of 25's increased to 50, 100's increased to 250, 150's increased to 250, 25's increased to 125. One dealer ordered 100 and within two days of publication twice ordered 250 more. An order for 1000 copies was doubled within four days.

This is from every section and shows just how smashing a hit "The Galaxy" is making.

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"An achievement." - New York World;

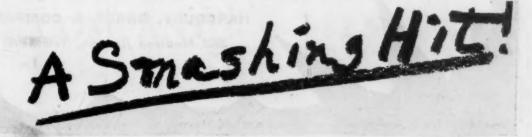
"A book to sink your teeth into."—The Outlook;

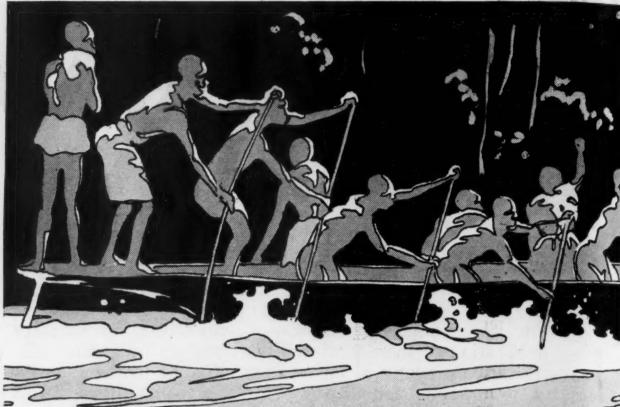
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A LETTER FROM JOHN G. KIDD OF STEWART KIDD

XX

"Last night I finished 'The Courts of the Morning.' This is positively the best adventure story of any kind I have read in one straight year. Also I think it might almost head the list of John Buchan's many successes. Thanks for the opportunity of reading it."

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Fannie Hurst has done it again! In "Five and Ten," she has written the great story of an American business man and his family—the story America has been waiting for—the story that will surely stand out as her masterpiece.

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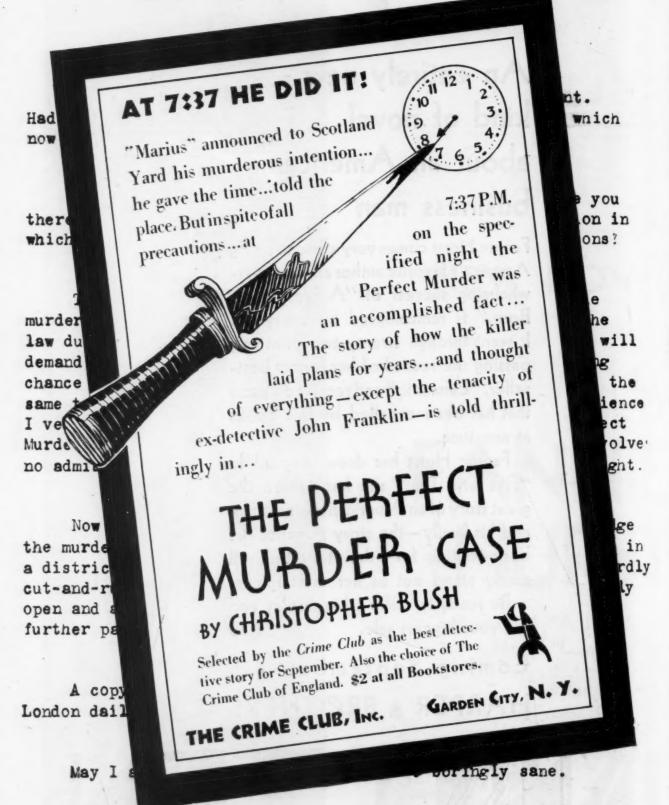
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Dear Sir:

October 7th, 1930

I am going to commit a murder.



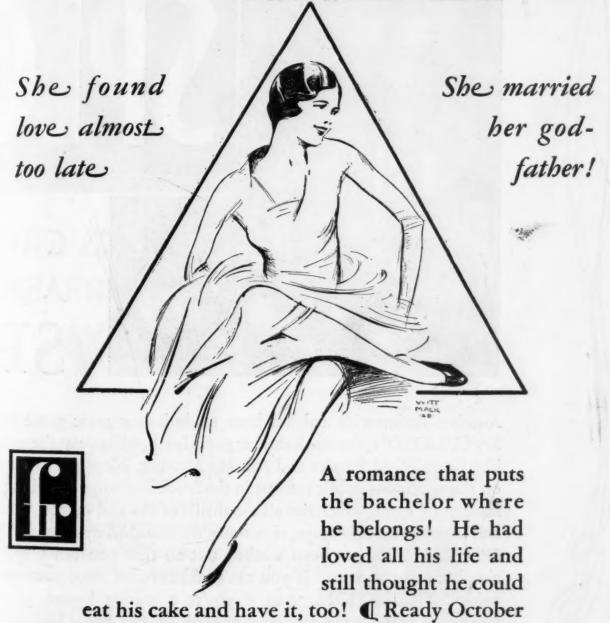
I have the honour to be, Yours, etc.,

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PUBLICATION SEPTEMBER 23rd

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There is scarcely a day without orders

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DETECTIVE
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A NEW DISHER STORY

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The two previous books by Will Scott firmly established DISHER as one of the most amusing, original and individual detectives in fiction. In The Mask, Disher outdoes his best efforts of the past. He solves the mystery of the Hedgepole Inn murder in one of the most exciting and unusual stories of the season. The Man in the Mask. Who is he? Only Disher knows!

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"We hope to have more by

BRIAN FLYNN"

New York Sun

HERE IS

THE BILLIARD ROOM MYSTERY

The author of The Case of the Black 22 sets a still more puzzling crime for Anthony Bathhurst to unravel. From clue to clue he moves; but one step ahead is the criminal, ruthless, desperate, cunning, waiting for a slip on the part of the young amateur investigator to bring about even a more ghastly situation. One mistake and two innocent people would die. . . . A baffling, nerve-racking story.

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They laughed at locks

Although under guard day and night in the Sing Sing death house, Tom Pallister and Frank Roehl beat the electric chair by one of the most daring escapes in prison annals.

* * *

Clarence Adams rode out of the Connecticut state prison in a coffin. He had hypnotized himself and been declared dead by the prison physician. Confederates released him in an outside morgue.

Short pieces of wire, taken bit by bit from brooms with which he swept his closely guarded cell, took Harvey Logan, Western bandit, out of the Knoxville jail and he was never caught.

"Shoebox" Miller escaped from the Western Prison at Allegheny, Pa., by having himself packed tightly in a shipment of shoes made by convicts.

"The only way out of dis stir is t'rough de guvnor's office," they told "Hard Luck" Casey at the old Boston Prison. But he preferred to rely on his own daring and ingenuity. With companions, he dug a shaft twelve feet down to a sewer and wriggled through to the river, though one of the party stuck fast in a bend and never came out.

Dannemora has always been considered one of the strongest prisons in the country. "Soap Box" Hardy beat it not once, but twice, after he had made a daring break from the Criminal Courts prisoner's pen in New York City.

Tommy Dowd convinced the warden at Joliet that he was insane by grasping with both hands a red hot poker which that official handed him as a sword. He was horribly burned but swung the weapon about as though he were Napoleon. After months in the hospital ward, he was transferred finally to the insane wing. Two hours later he was out of the prison, escape being made through a weakened grating which he had previously discovered. He had affected madness to get just this chance.

The cells in Crank Alley, San Quentinprison, were made of solid masonry. In each a little window gave into a narrow air shaft that rose to a height of forty feet, and was barred on top. The front of the cell was a solid steel door, secured with external bolts of one-inch steel and a heavy key lock. Frank Van Wezer got out of that cell by the exercise of limitless patience and perseverance.

A prisoner named Schaarschmidt gnawed through two solid oak beams which measured seven by seven inches and gained his freedom from the prison of Gera, in Germany. Three weeks later he was captured. His teeth were worn down to stumps and his jaw muscles had developed till his lower face had the look of a giant ape's.

Dannemora now holds the outranking escaper of the decade—Reynolds Foresbry. "This place can't hold me," he boasted to the Tombs keepers. In four days he was laughing at them from the outside. Recaptured, he was sent to Auburn, scene of a recent riot. In a short time he was free again, only to be caught and locked in the supposedly impregnable isolation cells. Even they could not hold him. All because he wanted to see a girl he loved.

Six men in the fall of 1916 motored right out of Sing Sing, an obliging guard having opened the gates for their vehicle to pass through.

A button hook was all that John Wilson needed to make his way out of the state penitentiary in Raleigh, North Carolina. He changed his name, reformed, and was never recaptured.

Going up to Sing Sing at the end of August, 1912, Chester Yates boasted to his guards, "You don't think Sing Sing's going to hold me? Nothin' to it. I'll be out before Christmas." On December 18 he vanished from that prison and his method of escape has never been revealed.

YOU CAN ESCAPE AN ASTONISHING BOOK

By EDWARD H. SMITH

Ready September 10

THE MACMILLAN COMPANY



Price \$2.50

NEW YORK

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Without question it will be one of the most talked about books of the year.

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JARIOS REVIES WHAT THEY THINK OF IT IN FRANCE AND SPAIN "One feels the soul of Spain beating in this novel."-J. Cazenave in Revista Espanola. "Has an extraordinary quality of life, of sunlight, of color and of joy."— Louis Bertrand in Candide. Ready September 4. \$2.50

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English life—from Burne-Jones to Modernism, _ from Vic. torian "Love" to mod. from Vic. ern marriage from smug idealism to disil. lusion from pious cooings to the macabre sincerity of War.

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Aldington

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Three generations of that end with accom-Paniment.

An Englishman seeks is and is answered by shell-fire.

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THE PIAZZA TALES

By HERMAN MELVILLE

in an edition limited to 750 numbered copies, of which only 700 are for sale. The book is faithfully reproduced from the first (1856) edition, with the author's eccentricities of punctuation, and his spelling. It is printed in the new Granjon type on Charcoal paper, with side covers and end-papers of Strathmore Grandee Alphonso purple, bound in sheepskin parchment, with corners of sheepskin parchment and enclosed in a slip case. The title-page is hand drawn, and the book is illustrated with six drawings, of which one is in color, by

BENJAMIN GREENSTEIN

the price is twelve dollars. publication date, Sept. 1, 1929

Note: Benjamin Greenstein, an artist, whose iron and unbreakable character has persisted in the face of poverty, enmity, and the ills brought on by long periods of starvation, has been like Melville, a seafarer for many years. Ground down by the cruel hand of an unthinking father, his rebellion carried his healthy legs to sea, where he spent a number of years as able-bodied seaman in the China and India trades.

Sponsored, respected and deeply loved by such men as Robert Henri and George Bellows, there is no question that his work will emerge from the countless petty social-artists who feed so daintily on the renewing flesh of Art; and that his bold insight and intensity as an artist will reveal him, though it take a thousand years, as a powerful soul in this century.

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"It is a novel of such perfect poise and accomplishment that one trembles for the future of the young author. What a magnificent play it will make!"

S. P. B. Mais in the London Telegraph

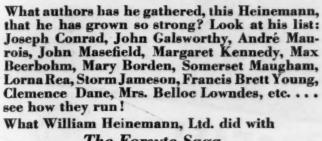
"In every respect 'The Man Within' is a novel of extreme within is a novel of extreme brilliance . . . a very beauti-ful and haunting piece of work . . . it contains eager-ness, balance, youth, live-liness, and quiet . . . should go on everybody's list."

Arnold Palmer in the Sphere

"... The superb trial scene ... one can no more lay down the book during this episode than one could have left the court during the ac-tual trial."

"A triumph of art against convention...there is something ageless in its ap-peal.Mr.Greenehasachieved a real masterpiece."

London Daily News



Another

new Heinemann

discovery*!

The Forsyte Saga The Constant Nymph Six Mrs. Greenes Ultima Thule (the September choice of the Book-of-the-Month Club)

they are doing with The Man Within; a startling and brilliant novel by Graham Greene, the 24year old cousin of Robert Louis Stevenson. In Great Britain this book has raced through three large printings in three weeks (succeeding All Quiet on the Western Front at the top of the bestselling list), and the critics have hailed in chorus this "new star in the literary heavens."

The Man Within is the inner story of a man who betrayed his friends and failed his lover and yet proved himself a hero by a single flare of bravery. It is an achievement of which any author writing in English today might well feel proud.



Graham Greene

The author of The Man Within was born in 1904, and educated at Balliol, Oxford. He has tramped Eng-land and Ireland, sometimes paying his expenses by push-ing a barrel-organ. And now at twenty-four, he is on the editorial staff of the London editorial stan of the London Times, and has written The Man Within. We sincerely prophesy for Mr. Greene one of the greatest literary rep-utations of the future.

Published September 27th

THE MAN WITHIN BY GRAHAM GREENE

\$2.50

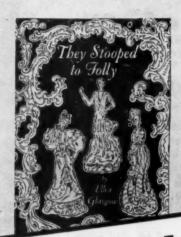
DOUBLEDAY, DORAN

Literary Criticism at its Height

An appreciation of the Distinguished Reviewing Inspired by Ellen Glasgow's New Novel, "They Stooped to Folly"

ONE is the golden age when Macaulay could take the title of a book as text and write with unclipped freedom about whatever stirred his fancy. The present mode in book reviewing requires that the reviewer confine himself more or less to the book in hand-and that, as every critic knows, is a leash to the pencil. Each week there are hundreds of new books waiting for their word of appraisal, good books, poor books and mediocre ones, to be assayed and forgotten tomorrow. But occasionally a book appears so soundly conceived, so brilliantly and suavely written that it inflames

the critical imagination. Then book reviewing becomes criticism, and criticisma fineart. The reviewer by his own k



an artist: "At the fullness of her powers she was seized with that 'divine despair' which is the making of an artist. To the scientist, life is the series of phenomena out of which he educes natural laws; to the moralist, it is the conflict of appetite and aspiration which must be reconciled under a Divine Plan; to the artist, it is the chaos out of which he must

create beauty. With this realization Miss Glas gow's purpose crystalized into a style. If she now works out a theme she is not primarily concerned to prove a pois



SUCCESS!

Chicago-3 leading stores already reordered.

Richmond—Library reports They Stooped to Folly in greater demand than any book in its history.

Almost every New York book-store has reordered, most of them twice.

DOUBLEDAY, DORAN

Selling 1200 copies a day since publication on August 1st. Heading Brentano list of Best-Sellers. American News reorders, after clearing out a large initial stock. Every jobber has called in reserved stock now being held at Garden City. \$2.50

135th THOUSAND

and Meredith, can combine the creation of full-bodied fictional character with wit of observation, 'They Stooped to Folly' will remain unsurpassed in any year in its chosen field of the comedy of manners. And when it is surpassed perhaps it will be by Ellen Glasgow herself. It is our guess that this is precisely what will take place. And until then 'They Stooped to Folly' should remain the most delectable mingling of ironic wit and tolerance yet done on this side of the Atlantic."

Harry Hansen in THE WORLD says with grace and point: "The importance of Miss Glasgow's story is negligible compared to the way she tells it. Her writing reads like that cultured, epigrammatic conversation one always hopes to hear but never does."

wit, her ironical insight into the foibles of human nature, her ability to reduce to an

epigram the findings of her penetrating insight. Few of the men writing out novels are her peers, and no one of them surpasses her in the beautiful precision of a style which conceals its artistry under its art. She has discernment and wisdom, a detachment which permits her to watch the human comedy with amusement, and a sympathy which while it takes nothing of incisiveness from her comment leaves it always without trace of bitterness. She is, in short, a delectable novelist, one whose intelligence is always tempered by her humor, and whose humor is always in fee to her understanding."

Isabel Paterson in the HERALD TRIBUNE writes of Miss Glasgow and the making of

ironic chronicle of A fashions in morals has captured the delighted attention of readers as well. Starting with an advance sale of 120,000 copies it has run into three editions within less than two weeks and is now selling 1,200 copies a day, New York has fallen. Miss Glasgow's epigrams toll crisply from every tongue and her comments on men, women and morals are taking on the character of maxims.

\$2.50 AT ALL BOOKSTORES.

If you would like to know something about the per-sonality and setting of the woman who is writing the most brillians and wirty fection this side of the Atlantic, send loc in stamps to Doubleday, Dozan & Co., Garden City, New York, for a copy of "Ellen Glaggow" an attractive booklet of biographical sketches and critical appreciations.

DOUBLEDAY, DORAN I enclose 10c in stamps. Please send me the buoklet about ELLEN GLASGOW

Address

Advertisement to appear in New York Times, Sunday, Aug. 18th, and Saturday Review of Literature, on Aug. 17th.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 17, 1929

Thinner Books

Harford Powel, Jr.

The "Thinning Process," Whether in Automobiles, Watches or Feminine Figures, Seems to Be in Vogue These Days. "Why, Then," Asks Mr. Powel, "Should Books Go On Being Hopelessly Victorian in Their Unfashionable Bulk?"

JOHN RUSKIN was a wrecker. "These are days of book deluge," he wrote in 1857, and when I discovered this remark yesterday, it ruined an article I have been trying to write for the Publishers' Weekly ever since the editor wrote to me last May.

These were his astounding words:

"Can we persuade you to follow up the idea of a publisher who wrote me today, saying, 'It so happens that some outstanding advertising men have recently become authors, and therefore have special interest in the problems of book promotion and distribution. I refer to a man like Harford Powel, Ir. He could give a brilliant analysis of advertising and selling, modern trends in sales and merchandising, copy appeals and related problems. Could he not be asked, as the author of books on sale throughout the country, and as an advertising authority, to write a frank, specific article on book advertising and distribution?" "

I will admit that I felt pretty fine when this letter was received. Grub Street tradition dies hard, and whenever I find myself in the presence of a publisher, a bookseller or a man who runs a booktrade journal, I feel like an unwashed, bearded old ragamuffin with his toes sticking out of the ends of his boots. But I am reminded not only

that I am a so-called novelist but also an advertising man. An advertising man is always spruce, neat, shaved to the blood; he wears spats and leaves the band on his fiftycent cigar. There is nothing an advertising man cannot tell you. If he doesn't know the answer, he replies instantly that fresh, new statistics on this point have just been gathered by his Research Department or Trade Aid Bureau, and that he will forward them by tonight's mail.

So, after gaily giving assurance that I would supply the little gem of an article that he wanted practically by return mail, I rushed out to call on sagacious friends, such as Alfred R. McIntyre of Little, Brown, and Ordway Tead of Harper & Bros.: and I wrote to D. L. Chambers, of the Bobbs-Merrill Company, for a barrel of assorted statistics from Indianapolis. All said very much the same thing. All wagged their long white beards over the harsh and bitter fact that there are so many books coming out all the time that it is pretty hard to make important money in the book business.

Armed with these facts, I wrote a piece suggesting a great many ways in which the production of books could be curtailed. For one thing, I thought that publishers might be required to read books before bringing them out. They do not do this at the present time; they entrust this chore to a mysterious race of small, inky, bespectacled

"readers" who bear no resemblance whatever to the average buyers of books.

If a "reader" likes a manuscript, it is almost a 100 to 1 bet that the man or woman in the street will not like it, and vice versa.

I also suggested licensing authors, just as physicians and lawyers are licensed, following say seven years of intensive study

to qualify them for their business.

I suggested a government tax of fifty per cent on all books. In fact, I was full of fertile and sensible suggestions for reducing output until I saw John Ruskin's remark and realized that human nature can stand it. There has been a glut of books since

1857 and it is no more possible to dam that tide than to shut off

Niagara.

So I tore up my article and began to wonder how to sell the present supply of books, whether it is an oversupply or not. We all know, or should know, that

America is not a very literate country. But our fellow citizens who can read and write are apt to be pretty rich—well able to buy automobiles, radio sets and other costly nuisances. Surely they can absorb the present supply of books, and there must be some hidden reason why they refuse to do so.

I thought it best to make a Consumer Survey indicating Sales Resistance and the Possibilities of Extending the Market.

I got on a trolley car marked Belmont because the word looked so rich, and I asked eleven annoyed housewives if they bought books. Soon I was so unpopular on that car that I got off and went back to my eighteen foot, three-story house on Beacon Hill. There I got what I think is the answer.

How am I going to buy any more books? There are only a few cubic yards of space in my home. Is yours any bigger? How are you going to buy any more books? What can you and I do with the books we have now? We cannot light our fires with John Buchan's books. They burn too slowly for kindling but too fast for back logs. "A Passage to India" is no better. My wife has ingeniously propped up the

hind leg of a sofa with "If Winter Comes," and "Jalna" is propping open a window without a sash cord. But the rest of the books are all there on the shelves and tables and bureau tops and under the beds.

I cannot find room for another fat, bulky, heavy book. Over in a small cupboard looking as neat and fresh as the day they were bought are several dozen French paper-backs. They sit there quietly, taking almost no space at all. My wife buys more of them from week to week. They are not "bulked."

No! And my watch is not bulked. I have got rid of the turnip I inherited from a great-uncle and now carry something that

fits easily in my fob pocket when I am not wearing a vest. My great-uncle wore his vest on the hottest days, but that habit has passed by. My great-uncle had a monstrous alligator-skin covered flask; it has disappeared long ago and I carry a lit-

tle cold tea in a metal flask less than half an inch thick. The thinning process seems to be universal. What has become of Billy Watson's Beef Trust? The only place where the over-stuffed Victorian figure lingers is on book shelves and book counters

-books are still fat!

A T the banquet of the Booksellers'

Mr. Powel proved himself a suave

and distinguished toastmaster. Here

in this plea for thinner books the

same wit and humor prevails.

Convention at Boston, in May,

The more books that are published, the easier it is for any dealer to select a few titles that people would like to read. But can a dealer in big fat books do better these days than a dealer in big, fat, over-stuffed automobiles—the kind Anna Held used to drive down Broadway? Where does the superstition come from that readers want plump books? Why does my friend Mr. C. C. Shoemaker tell me that I must add 35,000 words to an already sadly overwritten novel if I want it to sell?

I have argued this point with Brother Shoemaker by mail, telegraph and long distance telephone. I have argued it with many another publisher. They think I am lazy. They are wrong—it is far easier to write a long book than a short one. Sometimes I think they are in league with the makers of thick, old-fashioned book bindings and artificially bulked paper.

Even though it only costs twelve cents to put a heavy corset on a book, I feel that that twelve cents would look a lot better in my pocket than in the pocket of the mechanic who puts on the corset and the sinister interest behind him. In fact, I would be willing to give six cents to Mr. McIntyre or Mr. Shoemaker and keep only six for myself.

g

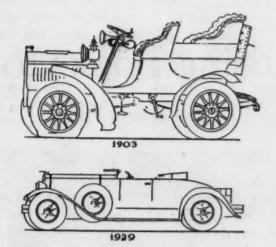
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The thin book would be cheaper to bale, and if there is any reader of the Publishers' Weekly who objects to skinning the United States Postoffice, let him hold up his right hand and I will see that he gets an autographed portrait of Postmaster Brown. But above all, the thin book, like the thin girl, is better looking and easier to live with than the fat one of yesteryear.

Speaking of giving money to Mr. Mc-Intyre, I would be large-hearted enough, too, to give some to Richard C. Fuller of the Old Corner Book Store, to Arthur Brentano, to Helen McGlade of the Atlantic Monthly Bookshop, and to the other heroes and saints who actually try to sell my books to the people. They are fighting a terrific battle, not with my books alone but with all books.

Other retailers enjoy a mark-up of from 50 to 700 percent. (If you don't believe the latter figure, ask any antique dealer.) Retail merchants do not care about big volume of sales; I have seen John Wanamaker look intensely bored when a visitor told him what a great big store he had. Retail merchants are interested, first and last, in profits. It may be pleasant to Louis K. Liggett to see all the folks running in for glasses of water and postage stamps,



but what Mr. Liggett, and all other druggists, really prefer to sell is something like Coca Cola on which the margin of profit is high. Only the retail bookseller seems content to pinch and starve along on a discount of 40 per cent!

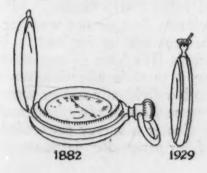
The genial Mr. Fuller tells me that there are 40,000 people in the great moral state of Massachusetts who buy

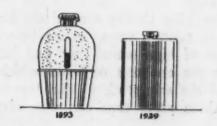
as many as two books a year. I claim that they could be easily trained to pay \$3 for a novel if the novel were pretty darned good. Of that \$3, the bookseller should take \$1.50, leaving \$1.50 for the publisher and the author, same to be divided between them in any way the holy old Authors' League approves. On second thoughts, I would give the author all the money saved on the binding.

Most acute students of the book business (by which I mean banks who may decline to put any money into it under present conditions) agree that present retail prices are too low. One of them says this is because the book business lacks a fearless leader—like Mr. Ziegfeld in the theater business—who dares to act on the knowledge that people will pay high prices for a hit and nothing at all for a failure. A best seller will sell like hot cakes for \$5; consider Nan Britton. A worst seller is no more of a drug at this price than at \$2 or less.

Any radical change in price, up or down, is sure to be helpful to an industry that pays its people as poorly as ours does. Sometimes the trick is turned by marking the price down. More often, in this extraordinary nation and age, you ride to riches by putting your prices up.

Thinner and more expensive books! Let us hope their day will come.





Merchandising Books for Culture

Ethel Romig Fuller

VIVIAN COOLEY has been connected with the book section of the Meier and Frank department store, Portland, Oregon, for 30 years. For 25 years she has been head of the department; one of a very few buyers in the country who personally sells books. She has her fingers, as it were, on the pulse of the trade.

She states significantly: "Never before has the book business been what it is to-day,—not only from a merchandising point of view, but from the cultural side as well. Never before in the history of the United States have people bought and read so many books. And not only fiction, but non-fiction: volumes on religion, biography, travel, history, science and poetry. Reading once was done only for diversion, or for academic reasons. Today, even the laymen seem to be reading for a new purpose."

"Ninety-five per cent of our sales are worth-while books. And this in an age of such distractions as golf, autos, movies, the radio and an intense social life."

"However," she continues, "only such a store as Meier and Frank's could meet these demands. Our policy is Service and our slogan, 'Quality Merchandise.' It is a crime with us to be without a book. The latest books are on our shelves the first day possible after date of release. We cater to all classes; to all tastes, carrying both the cheap edition and the handbound imported volume. If we do not have a book in stock, we order it. A special air mail letter for books leaves the department every business day of the year."

But this up-to-the-minute, completely stocked book store was not always what it is today.

When Miss Cooley entered the business world in 1900, a young inexperienced girl just out of high school, her first job was dusting the one unit of books which constituted the sole stock of the department.

In three years time she was advanced

to the position of manager, a position she has held ever since. From that day the department has made a steady, consistent growth. It has been called: "The Store of a Million Books."

Its present location is on the fifth floor of the building, where it occupies a space approximating one-third of a city block.

It is strategically placed with tables of books extending into the art department and beauty parlors. Magazine racks overlap the rest rooms and telephone booths; children's books go hand in hand with the toy department.

As this is an all-the-year-around bookstore, these are permanent quarters.

"We never keep our books behind glass doors," Miss Cooley explains, "or under lock and key. As you see, they are all on tables or open shelves. We invite the public to come in and browse about.

"But these open shelves do not mean, as might be inferred, injured books so much as a complete turnover of stock several times a year."

The salesforce, all carefully trained women, vary in number from about 15 at the minimum season to 40 during the holidays.

But the service is not an obtrusive one. A purchaser is not importuned to buy. Only when he cannot find what he wants, or when he does not know what he wants, does the salesperson offer her services.

On the other hand, the saleswoman is taught to create business through suggestion, which first means interest, then desire and eventually many sales.

"And to go a step farther," Miss Cooley elucidates, "we do not wait for people to come and ask us for such a book as Lindbergh's 'We;' we go out of our way to bring it to their attention, and to tell them, both individually and en masse, about it in advance through advertising mediums."

Miss Cooley is energy personified. The force of her personality permeates not only

every corner of her department, but it is felt in every part of the great establishment. She radiates health and smiles. Her personal acquaintance is legion.

"I am selling books to the grandchildren of my first customers," she admits proudly, adding, "our children's book department should be stressed as receiving the most

careful supervision both in the selection of stock and the training of the salesforce. The needs of the individual child are studied and supplied to the best of our ability."

And it is not exaggerating to state that Miss Cooley knows every book in her department.

"One *must*," she reiterates, "It's part of one's training."

She reads most of the books that go on the shelves—"An average of one a night," she explains casually.

She goes to New York to buy books once a year.

When asked how a

dealer knows what and when to buy, she replied: "Through the catalogs and guides put out by the various publishing houses; through the publisher's representative,—the salesman, and through such publications as the *Publishers' Weekly*, which is the buyer's Bible."

Her department is the first and foremost interest in Miss Cooley's life. Her outside activities—and they are many and varied—are only adjuncts to her work, or serve as extensions for enlarging its scope.

Miss Cooley has connections with all the most prominent women's clubs and many of the men's organizations of the city.

There is a constant demand from these for her delightfully pungent talks on some phase of books. She advises individuals and groups what to read; she writes articles for local and national publications; she assists with club programs and cooperates with the public libraries, schools, and higher

institutions of learning, including the U. of O. extension work, the Center being in Portland.

Two important channels of publicity are through connections with the A.L.A. and during National Book Week, when special programs and displays are arranged.

The newspapers draw on the department as on an encyclopedia of facts. Telephone calls come in daily for information on all kinds of subjects from what to name the baby to the history of Paisley shawls.

All of which is apropos only in-so-far as

it is good business advertising and serves to focus attention on and bring customers to both the book department and to the store in general.

The influence of such a bookstore as this is so far-reaching as to be almost incalculable.

"While of necessity we cater to the masses," Miss Cooley says in conclusion, "selling to a degree what the public wants, we also help the public to want better books by recommending them, by advertising them, by displaying them. And we sell no books put under a general censorship ban."



Vivian P. Cooley Meier & Frank, Portland, Ore.

A Trial in Two Cities

New Advertising Method Developed by the A.B.A. and Publishers

COMETHING new in the way of cooperative advertising having features that should develop bookstore consciousness in each community and at the same time bring orders for individual titles will be given a test in the fall on a plan first discussed at the Boston convention of the A. B. A. and since then developed by Secretary Meyers in conference with advertising experts and publishers.

Cleveland and Pittsburgh will have the honor of making the first test of the plan,

and its sponsors believe that by thus having a tryout in two good book cities there can be an accurate estimate made as to the advisability of extending the plan over the country. Beginning with the week of September 16th and extending thereafter fourteen weeks to December 16th there will be released in a leading paper in each city, the Cleveland Plain Dealer and the Pittsburgh Post-Gazette, advertisements twelve inches square, large enough to dominate a page.



Radio programs? Movies? Autos?...

Leaving out the fact that they cost ever so much more, which of these will leave you anything of real value-or will entertain you, year in and out, for as long as you may choose?

Books never wear out their welcome - never cease .to help

THE POWER THAT WINS

By Ralph Waldo Trine

Mr. Trine and Henry Ford talk intimately about Life. (Bobbe-Merrill) Illus. \$1.50

THE UNIVERSE AROUND US

By Sir James Jeans

A graphic explanation of the universe in the light of recent scientisic discoveries by one of the foremost living scien-tists. (Macmillan)

BEETHOVEN THE CREATOR

By Romain Rolland

A literary master presents a living portrait of a great genius. (Harper) lllustrated \$5.00

CASANOVA By S. Guy Endore

His known and unknown life. The first biography based upon the latest available sources. (John Day) Illus. \$5.00

KING SPIDER By D.B. Wyndham Lewis

A life of Louis XI of France—a Book of Hours, of the man and his background. (Coward-McCann) Illustrated. \$5.00

TOLSTOY, The Inconstant Genius By Alexander I. Nazaroff

A faccinating panorama—the events, adventures, dreams, achievements and mistakes that filled the eighty-odd years \$5.00 achievements and mistakes of Tolstoy's life (Stokes)

and inspire you, to amuse you when you are blue, to bear you company when you are lonely ...

If they cost many times their low price, books would still be your cheapest investment in pleasure.

Here are books of all kinds, for every kind of person. Among them you will find one, or more, waiting at the bookstore, to give you many hours of enjoyment.

SPLENDOR OF GOD

By Honore W. Morrow

The story of Adoniram Judson and his wife and their spiritual adventure in a land of gods and idols. (William Morrow & Co.) \$2.50

THE GODFATHER By Nalbro Bartley

A young woman to whom romance came after her marriage

—Mrs. Bartlev's most provocative novel. \$2.00

SALT WATER TAFFY By Carey Ford

The great burlesque sea story that has set the country rocking with laughter. Illustrated with riotous, photographs. (Putnam's) \$2.50

These books are recommended and sold by



Higbie Book Shop 13th St. and Euclid Ave.

Halle Bros. Co. Book Dept. 1228 Euclid Ave

Korner & Wood 1512 Euclid Ave.

Burrows Bros. 633 Euclid Ave.

Stop in tonight and see them. There's joy for all in books-get your share at the nearest book store.

TONIGHT I SHALL BE A KING RULING THOUSANDS....

OMORROW an explorer daring hardship to discover new worlds; a philosopher treading solitary paths to learn the minds of men; a soldier; a great and famous lover

For such is the power of a great novel, to make you live as many lives as you wish . . . to be, while you are reading it, the man or woman you would like to be ...

Here are the newest and best novels, true or fanciful, adventurous or thoughtful, appealing to many differing tastes-all offering rich promise of enjoy: ment, with as many lives for you to lead as you have evenings to read!

These books are recommended and sold

BY

J. R. WELDIN & CO. 413 Wood St.

JONES BOOK SHOP 437 Wood St.

JOSEPH HORNE CO.

KAUFMAN'S

Book Dept. 5th Ave. and Smithfield St.



THE BLACK CAMEL By Earl Derr Biggers

Another corking Charlie Chan myste the big detective story success. (Bob Merrill) \$2 \$2.00

THE DARK JOURNEY By Julian Green

EARLY CANDLELIGHT By Mand Hart Lorelace

The charming and dramatic romance of a daughter of the voyageurs in the colorful Minnesota of a hundred years age (John Day) \$2.50

BLAIR'S ATTIC By Joseph and Freeman Lincoln By Percy Crosby

THE RICH YOUNG MAN By C. M. Attenborough

The story of Samela, a modern Cindetella—rich in imaginative beauty, full of a rare warmth and zest of life. (Stokes) \$2.50

THE GODFATHER By Nalbro Bartley

The Harper prize novel. A dramatic novel of passion in the French provinces. (Harper) \$2.50 ling novel. (Farrar & Rinchart) \$2.00

SPLENDOR OF GOD By Honore W. Morrow

The story of Adonicam Judson and his wife, and their spiritual adventure in a land of gods and idols.

(Wilham Morrow & Co.) \$2.50

DEAR SOOKY

A Cape Cod mystery story, the breath-less result of a lather and son collabora-tion (Coward-McCann) \$2.00 small boy (Putnam's) \$2.50

ALL THINGS ARE POSSIBLE By Lewis Browne A strikingly original novel by the author of "This Believing World," (Macmillan)

> There is joy for all in booksget your share at the nearest bookstore



This series of advertisements will have a cumulative purpose and will play up week after week some aspect of the delight of books, with the hope of selling the book buying idea to a new public while confirming the old customers in their book buying habits. The space is divided into ten parts, nine of them offered to the publishers at one-tenth the cost of the whole space, which is \$92 per week for the two cities. The other tenth is subscribed by the booksellers who are cooperating. Already the A. B. A. are sure of more than the needed amount of support from the publishers.

In order to test whether the advertising pays in these two cities and would thus pay in an extended campaign, each bookseller cooperating agrees to fill in a questionnaire each week which will state whether he has new customers traceable to the current advertisements, any new contacts, and how

many sales of the titles advertised. At the end of the season the bookseller will report as to the effect on his general business which may be expected to have been an advantage to all the publishers. The salesmanagers of the publishers cooperating will at the same time be asked to give data as to the effect of these advertisements on sales in those two cities. Like all advertisements carrying the general idea of book ownership, it may be difficult to trace the exact effect on individual titles, but the advertisements are intended to carry on the two functions and the questionnaires have been arranged so as to try to get a view of what happens.

Pittsburgh and Cleveland thus become test cities in an important trade experiment in which both publishers and retailers are deeply interested, and the results will be watched with greatest attention.

THE Publishers' Weekly The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

EDITORS

R. R. BOWKER

F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

August 17, 1929

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Net Price Agreement in England

THE agreement between the publishers and booksellers of Great Britain, entered upon just thirty years ago for the maintenance of net prices, has been considered the cornerstone of trade practice and unlike the American net price system its enforcement has been wholly possible without legal difficulties.

Just how thoroughly it is carried out may be seen by the following record of decisions and interpretations issued by the

Publishers' Association:

(a) That the Net Book Agreement applies to all export sales effected in the United Kingdom and the Irish Free State, i.e., when the publisher's or wholesaler's immediate customer is in the United Kingdom or the Irish Free State.

(b) That it will be deemed to be a breach of the Net Book Agreement if any bookseller, store or circulating library

- (i) Offers or gives any consideration in cash to any purchaser, except under licence from the Publishers' Association;
- (ii) Offers or gives any consideration in kind, e.g., card-indexing, stamping, reinforced bindings, etc., at less than the actual cost thereof to the bookseller;

(iii) Offers by advertisement or otherwise to pay or partly to pay postage or carriage on an order for bocks to the value of less than £2;

(iv) Offers or supplies non-net books at less than the actual cost thereof to the bookseller himself, unless and until some agreement on further limitation of discount on non-net books has been reached;

(v) Offers to pay or pays railway fares;

(vi) Offers second-hand copies of net books to the public at reduced rates, whether by postcard, leaflet, circular or other form of publicity, within six months of publication, even though the book itself is not to be reduced in price till the six months have expired.

Any breaches of the above rulings will henceforth be regarded as breaches of the

Net Book Agreement.

Summer Reading

ORMALLY voracious readers like to make special plans for books to be taken along on a vacation," says an editorial in the New York Times of August 13th, "and apparently those who ordinarily read very little are driven to books while holidaying. At least one sees the unlikeliest looking persons lugging impressive volumes about on trains and boats. The book critics fill an occasional column with advice about what to take along on a vacation. Mr. Arnold Bennett has been advising his readers to take too many books rather than too few. He made no specific suggestions, but did indicate that the list should be light in tone. for "the idea of improving your mind on a holiday is ridiculous." Another English bookman points out the absurdity of not improving your mind on a holiday.

"Part of the value of a vacation should lie in its unexpected incidents. There are some people so fixed in their habits that every day of a holiday must be planned in advance. To them lists for Summer reading are useful. For others one standby to fall back on is sufficient. Adventuring among strange book stores and libraries and investigating the bookcases of new acquaintances will yield enough additional reading matter and often a pleasant thrill of dis-

covery besides."

This Is a Season for Children's Books

so colorful, so varied and so fascinating as they are today," writes Anne Carroll Moore of the New York Public Library in an article on choosing books with children in The Delineator of August. "Never has there been such freedom of opportunity for parents to recapture the rhythm of child life and its interests by the intimate sharing of new favorites among books, along with the old and tried." Miss Moore speaks with this enthusiasm about the American children's books out of a lifetime of contact with the best books old and new and with the children who read them.

There will be general agreement that the present decade in this field of book production has pushed its standards a long way ahead, and a preliminary examination of what is offered this year points to one of the most interesting seasons that the booktrade has ever seen. The Publishers' Weekly's special numbers in the spring on the selling of children's books did much to re-emphasize the significance of the progress which is being made, and beginning with August 31st issue there will be another series of these special numbers. Data from publishers, as regards this year's books, is practically complete, and in connection with this special August number, there will be an index—the most complete that can be published—of all the new books that the publishers have to present to the trade—an index by author, title, series and illustrators. The index will have great usefulness over several months of bookselling.

Book Distribution Abroad

In reviewing statistics on books translated from German into English, French, Italian and Spanish, a recent editorial in "The Publisher and Bookseller" makes a moot point in regard to the high cost of English editions appearing in Central Europe. Prices of English translations in Great Britain and the United States are in most cases higher (30 per cent average) than the German originals. This is due to the large sums paid for translation rights to the German books, or to the translator, to secure really good translations; and also,

to the class of book translated, for many of those included belong to the type of work which finds its chief circulation through the libraries.

The prices of German translations from the English are comparatively cheap, when the prices of original and translation are set side by side. This is apparently due to the low cost of production in that country, a fact which would seem to dispose of the legend of the "dear" German book. With this in mind, the high prices charged in Central Europe for English books in their original editions (in some cases 50 per cent higher than the published prices) may be justifiably questioned. As a result of this boosting of original edition price on English books a large number of persons who would gladly read them are prevented from doing so because they cannot afford the price asked.

If German translations from the English can be issued at so comparatively cheap a price, there seems no logical reason to assume that the great increase in the prices of English books in their original editions is made so that they may not compete with the higher-priced home-produced volumes.

From this it would seem clear that England and America are suffering a loss of the good-will which they should gain from the use of English books in Europe.

Club Conferences Continue

ISCUSSIONS on possible book club adjustments have been actively continuing. Richard Fuller of Boston, and John Kidd of Cincinnati have remained in New York to give Arthur Brentano, Jr., the assistance of their com-The four who have been representing the publishers are Alfred McIntyre, of Little, Brown & Company, S. A. Everitt, of Doubleday, Doran & Company, Alfred Harcourt and Howard Lewis, of Dodd, Mead & Company. The details of the plan are not yet made known and have been under some modification. In order for such an agreement to be reached and successfully carried out, it would have to be reasonably satisfactory to publishers, booksellers, jobbers, clubs, authors, literary agents and the public. The task of those in conference requires judgment and vision if the objectives aimed for are to be accomplished.

In and Out of the Corner Office

HE Century Co. is undergoing a general renascence these days. special juvenile book department is being established under the editorial direction of Jane Stoddard. A second announcement informs us of the appointment of Hewitt H. Howland as editor in charge of Century's fiction publications. Mr. Howland became editor of The Century in Prior to that time he had been editor-in-chief of the Bobbs-Merrill Co. with which organization he was associated for more than twenty-five years. Howland will continue in his former post as editor of The Century, in its new rôle of the first "popular quarterly" ever published in America. Lyman B. Sturgis will remain editor of the extended general book department. 🥞 🚜 🚜

John Chase, Rhodes scholar, and brother of Cleveland B. Chase (author of "The Young Voltaire"), is joining Longmans, Green and Co. as assistant to Frank Ernest Hill, trade editor.

Of the booksellers who come back through the busy port of New York after exciting vacations abroad, we find ourselves envying most Fjeril Hess of the Curtis Lindsay Bookshop in San José, who, with Barbara Abel, editor at the Womans Press, has just returned from an extended trip in Russia. The booksellers who were at the San Francisco convention know that Miss Hess has a very special knowledge of European languages and folklore, and with her accordion on which she catches the tune of the folk music, she can get established on a friendly and pleasant contact with people from the Rhine on and does not fail to bring back exciting stories of her experience. They visited Petrograd, sailed down the Volga for four days, visited Nyjni Novgorod, where the great fair is held, traveled third class across the Kiev, sang folk songs in the boat with the gypsies and peasants. We have her promise that she will tell of her impression of the big Moscow book fair, and perhaps we can illustrate this with reproductions of some of the children's paper bound picture books which brought back in colorful variety.

It ought to be added that Miss Hess, although she has lived several years in Czecho-Slovakia, which is the background of her new book, "The Magic Switch," coming this month from Macmillan in colorful form, is an American girl, graduate of an Illinois college, and, besides her accomplishments as a bookseller, runs a little printing press called "The Thumbnail Press" at San José.

John Kidd of Cincinnati has been a frequent visitor in New York this summer, staying at the Hotel Pennsylvania. He tells us that his catalog of 3,000 items of rare books is well along in the printer's hands and is to represent the cream of what he purchased this summer abroad.

Representatives of the permanent Italian Book Exhibit in New York, the Honorable J. J. Freschi and Louis Gerbine, are now in Italy and have had the privilege of personal audience with His Majesty the King of Italy and Il Duce. Italian publishers gave a banquet in their honor at Milan, and their associates in the work of encouraging American familiarity with Italian culture will give them a banquet on August 28th at the Biltmore.

Helen W. Hyndam, Vice-President and Treasurer of Ball and Wilde, New York, has gone abroad for an extended trip. She will return to work about the middle of November.

Author, publisher, journalist and now binder, Julian King has joined the staff of the H. Wolff, book manufacturers, as contact man with responsibility for new markets. King's books on birds, on Nelson's list, have sold, he tells us, to a total of 125,000 copies.

The death of Mary McLane attracted unusual attention in newspaper columns.

IN THIS ISSUE
OLD AND RARE BOOKS
A Monthly Department
PAGE 625

In the Bookmarket

HAT peculiar melody which characterizes the American situation, whether it be philosophical, sociological, or one of "travel," is Lion Feuchtwanger's "Pep, J. L. Wetcheek's American Song Book," a volume of light verse, by

Viking Press. The author of "Power" turns to the lighter, more graceful gesture, admirably assisted by Aladialov's descriptive sketches. Says Louis Untermeyer, "It is a red and white rhapsody in blue minor . . . screamingly ridiculous." The book is now on bookstore shelves. & & &

From the Continent come notes on vacationing authors. Richard Aldington is in Paris. In the Café d'Harcourt he sat with Nancy Cunard on a fine August gin-fizz. The waiter brought Feuchtwanger's "Pep, J. L. publication of "Literary an extraordinary drink. Re- Wetcheek's American Song Ethics" by H. M. Paull. ports Mr. Aldington, "After an altercation . . . the pro-

prietor arrived with the bottle, which had an old English label on it, and the proprietor said it was the best gin, imported from the U. S. A.!!!" & & The American influence is also punctuating Dorothy Canfield Fisher's stay in Santander, Spain, whither she took for perusal Alice Mary Kimball's vivid book about Vermonters. & & Carl Van Vechten, after three days in Spain writes to his publisher, Alfred A. Knopf, "I have seen Toledo, three Zaszuelas, the Goyas in the Prado, the rag-fair and a bull-fight. It is more so than I expected." On August 13th he will be aboard the "Ile de France" bound for New York. & Mazo de la Roche, after a period of Sicilian sunshine and several weeks in a cottage on an English moor, has gone to Scotland with her sister. She will be at the Cotswolds in September when Little, Brown publish "Whiteoaks of Jalna." & &

It is fairly safe to assume that everyone

remembers Gene Stratton Porter's story. "Freckles." A sequel to this old favorite has been written by Jeanette Stratton Porter, daughter of the first Porterauthoress. Its title will be "Freckles Comes Home." & & &

On August 2nd, the publishing house of Coward-McCann celebrated its first anniversary. The party was very festive. Propped up on the center table in the midst of the refreshments was a birthday "card," measuring 18 in. by 24 in., sent to the firm by James Daugherty whose illustrated edition of "Uncle Tom's Cabin" they will bring out during the fall season. * * *

Those who find literary plagiarisms significant will be interested in E. P. Dutton's announcement of the "Detective" Paull cites instance after instance of pla-

giarism, beginning with William Shakespeare and including Benjamin Franklin, who, it seems, stole a parable. * *

From Frederick A. Stokes Company comes an attractive treatise on "Fifty Little Businesses for Women" by Mary Raymond Dodge. One of the businesses is the Rental Library to which the author devotes one chapter. The point of it all seems to be, that if one's rental library is charmingly attractive with an unusually pleasant atmosphere, one will be forgiven for maintaining it, by any bookseller, even an English one. Author Dodge illustrates the forgiveness by an actual case. * *

We are still in a "sea-phase." Someone always seems nowadays to be going somewhere on a boat. The Thomas Y. Crowell Company announces for September publication "Sea-Lore" by Stanley Rogers, author of "Ships and Sailors." Mr. Rogers' latest book is illustrated by himself, with striking nautical designs.



The lady ordered a An Aladjalov sketch for Book"

Obituary Notes

KIRK N. WASHBURN

KIRK N. WASHBURN, 74, for nearly 45 years an active official of the G. & C. Merriam Company of Springfield, Massachusetts, died at his home, July 25, after an extended illness. He was born in Boston, September 1, 1855, and was educated at Worcester Academy and Brown University. Washburn became a representative of the Merriam Company and was made treasurer in 1914. His chief activities were centered on the educational programs of the country, and his work carried him into contact with the leaders in public school education. His connection with the National Education Association, which he retained practically throughout his life, brought wide spread recognition.

GEOFFREY SCOTT

GEOFFREY SCOTT, the distinguished authority on Johnson and Boswell, died suddenly at the Rockefeller Hospital in New York on August 14th within a week after returning from England to renew his work on the famous Boswell Papers owned by Colonel Ralph Isham. He was born in England in June, 1885, and was educated at Rugby and Oxford. While at Oxford he was awarded many literary prizes. Mr. Scott's first book, "English Architecture," was published while he was at Oxford, and his volume, "Architecture of Humanism," is considered one of the greatest works of its kind and has become a handbook for modern architects. His other works include "A Box of Paints," which is a group of poems and "A Portrait of Zélide, which established a name for him in the literary field.

When Colonel Isham succeeded in 1917 in taking possession of the Boswell material which had been inherited by Lord Talbot de Malahide and kept in Malahide Castle in Ireland, Geoffrey Scott was selected to prepare the Papers for publication. This purpose he has been carrying on for two years with complete absorption in his task, and six of the eighteen volumes have been published. The other material it is believed has been largely arranged. Scott's life of Boswell which all the world of readers was looking forward to with interest was to have been published by Harcourt.

Business Notes

Brookline, Mass.—Mary Spaulding's Book Shop will open at 16 A Pleasant Street during the week of August 12th.

Brooklyn.—The Junior League Book Shop, 96 Clinton Street, is now affiliated with Frederick Loeser and Company.

CLEVELAND.—The Catholic Collegiate Book Center has opened at 6412 Euclid Avenue with Miss Lueke as director. This is the first experiment in the country in this type of store and the store will carry exclusively the higher class Catholic books, though taking orders for books of general character.

Los Angeles.—Dean Markham's Book Store at 669 South La Brea Avenue is handling general stock, fine editions, old and rare books, and operating a circulating library.

MERCEDES, TEXAS.—Ernest Schrank has opened "Ye Old Book Shop" at 309 Third Street and is planning to supplement his stock of used books with new publications.

NEWARK, NEW JERSEY.—The Book Shop has moved from 89 to 140 Halsey Street, second floor.

NEW YORK.—Hale, Cushman and Flint have moved their New York office to the Wallach Building, 489 Fifth Avenue.

NEW YORK.—Elinor Rice Shire has left The Literary Lobby. Therese R. Marks is the sole owner.

NEW YORK.—Lincoln MacVeagh, The Dial Press, announces that M. C. Godkin will join their staff the early part of September to take charge of the advertising and publicity department. For the past ten years Mr. Godkin has been connected with the Oxford University Press, first with the educational and later taking over the publicity and advertising department.

NEW YORK.—The Fifth Avenue Bookshop closed August 1.

PITTSBURGH: W. J. Crull, who took over the management of the Priscilla Guthrie Bookshops after the death of their founder, is no longer connected with the business according to information from the secretary of the company, Hazel R. Clifton.

Change in Price

CHARLES SCRIBNER'S SONS
Philosophy Series of The Modern Students Library
from \$1.00 to \$1.25, effective immediately.

Communications

CHARLES BONI FURTHER DIS-CUSSES PAPER BOOKS

August 6, 1929.

Editor, Publishers' Weekly:

I wish to thank you for publishing my letter in regard to the Paper Books in your issue of August 3rd. However, you seem so anxious to prove that the advertising arguments of the Paper Books club are misleading, that you repeat many of your misstatements.

The Bridge of San Luis Rey—as we have pointed out in all of our advertising—is a sample book given away free to charter subscribers to show them the format. Therefore, the expenses of the publishing house, which first published Thornton Wilder, in finding him and in publishing his first book, "The Cabala," have nothing to do with the case. Paper Books will publish its own books, and will not buy from publishers. We have, therefore, the same expense "of developing contacts with many authors" as any other publisher.

The question of the rate of royalty (we believe that you and any fair minded critic will agree with us) is of less consequence to the author than the total amount he is going to receive for his manuscript. order, therefore, to be fair to authors whose books are taken for Paper Books, we pay them outright a sum larger than they would probably earn from a publisher who puts out their books in cloth bindings at regular trade prices. This is given to the authors as an advance against royalties, and if their books are popular, they will get an additional sum in royalties. In other words, we are standing the entire risk of whether Paper Books will prove sufficiently popular with the general public to sell ten times as many as the same book would in a cloth edition.

I have looked through our advertising, and find that nowhere have we emphasized the saving in paper bindings. In every case, we have stated that the explanation of the price is largely due to the fact that "the economies of the book club idea are now, for the first time, fully passed on to the reader." The only reference to the saving on paper bindings is the statement of the fact that "The fine works of European writers are not published in expensive

bindings. They are put out in neat, sensible volumes, paper bound, and hence within the reach of every reader." If we did not carry this statement, you and all other readers would have every right to complain that we were trying to mislead the public into believing that they were getting a binding which we would not supply.

Sincerely yours, CHARLES BONI.

[The June advertising which suggested to the editor that the public would interpret the paper books campaign to mean that the savings in binding in paper was very considerable, read, to quote the opening paragraphs, "Amazing offer made possible by paper books, an idea utterly new to American publishing. Now for the first time in America you can get new books beautifully bound in paper at the remarkably low price of 42c., paper books which combine the European idea of binding books in paper with the economies of American book planning." The Club's current advertising copy is different. We like it better. The idea of paper binding has often suffered from its advocates.—ED.]

DOUBLEDAY, DORAN AND CO. MAKE CORRECTION

August 14, 1929

Editor, Publishers' Weekly:

This letter is to correct a misstatement

in your issue of August 10, 1929.

The misstatement is in the paragraph in which you say that Doubleday, Doran & Company are part owners of The Literary Guild.

Doubleday, Doran & Company have no ownership in The Literary Guild. Mr. Nelson Doubleday personally owns some stock in the Guild.

Very truly yours,

Doubleday, Doran & Company, Inc., S. A. Everitt, Vice-President.

JUNIOR GUILD SELECTIONS

The August selections for the three groups of the Junior Literary Guild are as follows: Kay Burdekin's "The Children's Country" (Morrow) for the youngest group (children 8-12); Elsie Singmaster's novel "You Make Your Own Luck" (Longmans), girls 12-16; "Forgotten Gods" (Doubleday) by Theodore Acland Harper, for boys of the same age.

The Weekly Record of New Publications

HIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type. The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: Ind.

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

All about story book (The); il. by John B. Gruelle, and others. 64p. il. (pt. col.) O [c. '29] N. Y., Cupples & Leon' \$1.50

Allen, Nellie Burnham

Asia; rev. ed. 463p. il., maps (col.), diagrs. D (Geographical and industrial studies) [c. '29] Bost., Ginn

Art of making a perfect husband (The); by a husband. 156p. S'29 N. Y., Harper

bds. \$2 A serious philosophy of marriage from the husband's point of view.

Babel, I.

Red cavalry; tr. by Nadia Helstein. 221p. D N. Y., Knopf The author's experiences in a Cossack regiment.

Barr, Dennis

The crimson quest. 310p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

Bennett, J. M.

Roadside development. 281p. (4p. bibl.) il.. diagrs. D (Land economics ser.) c. N. Y., Macmillan

Bennet-Thompson, Lilian and Hubbard,

The golden ball; a detective story. 245p. D (C. H. popular copyrights) [c. '29] N. Y., Chelsea House

Bent, Newell

American polo. 436p. il. O c. N. Y., Mac-

The history of polo in America, great matches and players, organizations, and other important data.

Best, Mrs. Signe Ellison

Whys and otherwise [juvenile verse]. 86p. il. D [c. '29] Santa Ana, Cal., Golden Press

Boreham, Frank William

The Three Half-Moons, and other essays. 288p. D [c. '29] N. Y., Abingdon

Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]

The Adam chasers. 28op. D (Popular copyrights) [c. '27] N. Y., Grosset

Brookman, Laura Lou

Vain goddess. 316p. D (Popular copyrights) [c. '28, '29] N. Y., Grosset 75 c.

Brown, C. Barrington, and Debenham, F.

Structure and surface; a book of field geology. 175p. maps, diagrs. O '29 [N. Y., Longmans]

Buck, Mitchell S.

Rose of Corinth [lim. ed.] [biography]. 89p. il. O '29 N. Y., N. L. Brown

Burns, Walter Noble

Tombstone; an iliad of the southwest; il. by Will James [new ed.]. 397p. O '29, c. '27, '29 Garden City, N. Y., Doubleday, Doran \$3

Burroughs, Edgar Rice

Tarzan, lord of the jungle. 377p. il. D. (Popular copyrights) [c. '28] N. Y., Grosset

Burton, Beatrice Payne

The little yellow house. 310p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

Adams, Orville Old fashioned Rose; comedy-drama in three acts.

110p. S'29 Minn., Northwestern College of Speech pap. 75 C.

Andrews, James Henry Millar, and others Soldiers of the castle, a history of Company B, Engineer battalion, National Guard of Pennsylvania, afterward Company B, 103rd engineers, 28th division, A.E.F. 102p. il., map. D '29 Phil., Hoeflich Pr. House, 3608 Warren St. apply

[Bliss, Don Carroll]
Market for foodstuffs in the Netherland's East

Indies. 46p. O (Trade information bull., no. Wash., D. C., Gov't Pr. Off.; Sup't of Doc. no. 620) '20

Booth, Grace Estella

A teachers' handbook for Goode's School atlas. 72p.
'29 Chic., Rand, McNally 75 c.; pap., 50 c. 75 c.; pap., 50 c.

[Bowles, Oliver]

Metallurgical limestone: problems in production and utilization. 44p. il., diagrs. O (U. S. Bur. of Mines, bull. 299) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Caesarius of Heisterbach

The dialogue on miracles; 2 v.; tr. by H. Von E. Scott and C. C. Swinton Bland; introd. by G. G. Coulton. 565p.; 374p. il. O (B'way medieval lib.) '29 N. Y., Harcourt \$10 Thirteenth-century dialogue between a monk and novice, illuminating almost every aspect of medieval

Campbell, J. W.

An introduction to mechanics. 398p. diagrs. D [c. '29] Bost., Houghton

Carter, Edward C., ed.

China and Japan in our university curricula. 181p. (bibl. footnotes) D '29 N. Y., Amer. Council Inst. of Pacific Relations, 129 E. 52nd

Champion, Pierre

Louis XI; tr. by Winifred Stephens Whale. 318p. il. (col.) O c. N. Y., Dodd, Mead \$5 A biography of the mediaeval French sovereign, which achieved great popularity in France.

Chamson, André

Roux the bandit; tr. by Van Wyck Brooks. 198p. D c. N. Y., Scribner

The story of a French peasant, a conscientious objector in 1914, based upon a real case that is becoming a legend among the people of his locality. The second volume in a trilogy of peasant life, of which the first was "The Road."

Christie, Mrs. Agatha Miller

Partners in crime. 277p. D [c. '29] N. Y., Dodd, Mead

A series of exciting episodes in which a British secret-service man and his wife play the leading

Clute, Willard Nelson

Botanical essays. 112p. O '29 Ind., W. N. Clute & Co.

Coleman, Sara Lindsay

The common problem. 318p. D c. Garden City, N. Y., Doubleday, Doran \$2
The romance of a girl born in a town in the Carolina mountains, who leaves it to enjoy life in

Colum, Padraic

A boy in Eirinn [6th ed., rev.]. 296p. il. D (Little schoolmates ser.) [c. '13, '29] N. Y.,

Connor, Glenn A.

Thunderbolt. 317p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

Crosby, Percy Leo

Skippy and other humor. 64p. il. (pt. col.) Q [c.'29] N. Y., Greenberg buck. \$2.50 More humorous drawings of the inimitable Skippy and his doings.

Cunliffe, John William, and others, eds.

Century readings in English literature; 3rd ed. 1125p. maps O [c. '10-'29] N. Y., Century fab. \$4; 2 v. ed., \$3, ea.

Dakin, Edwin Franden

Mrs. Eddy; the biography of a virginal mind. 563p. (11p. bibl.) front. (por.) O c. N. Y., Scribner An unprejudiced biography of the founder of Christian Science.

De La Roche, Mazo

Jalna. 347p. D (Popular copyrights) [c.'27] N. Y., Grosset

Dewey, John, and others

Art and education. 359p. (bibl.) D [c. '29] [Merion, Pa.] Barnes Found.

Dimock, Hedley S., and Hendry, Charles E.

Camping and character; a camp experiment in character education. 379p. (5p. bibl.) il., diagrs. O c. N. Y., Ass'n Press \$3.50 A study of the summer camp as a means of educating boys in character through the latest principles of education, psychology, sociology and mental hy-

Dodge, Richard Elwood, and others

Home and local geography. 71p. il., maps O (City of N. Y. ser.) [c. '29] Chic., Rand, McNally

Donnay, Maurice Charles

Lysistrata; a comedy in four acts; tr. by William A. Drake; foreword by George Jean Nathan. 140p. D (Theatre of today) '29, c. '26, '29 N. Y., Knopf bds. \$2

An amusing French version of one of Aristophanes' plays.

Drummond, Henry

The monkey that would not kill; il. by Lois Lenski [new ed.]. 98p. il. (pt. col.) D [c. '97, '25] N. Y., Dodd, Mead \$1.50 \$1.50

Dyer, Frank Lewis, and Martin, Thomas Comeford

Edison, his life and inventions; 2 v. 1043p. il., diagrs. O c. N. Y., Harper \$10, bxd.

The authorized biography of the great inventor, written in collaboration with his secretary, William Henry Meadowcroft.

Cahn, Lester Richard

The basic principles of general and oral pathology. 150p. il. O '29 B'klyn, N. Y., Dental Items of Interest Pub. Co., 2921 Atlantic Ave. \$4.50

Chasman, Chellis
Manual of mechanical dentistry. 128p. D [c. '20]
N. Y., N. Y. School of Mechanical Dentistry, 147 W.
33rd St. \$3.50

Cobb, Stanley
Outline of neuropathology. 23p. Q '29 Cambridge,
Mass.. Harvard looseleaf \$1, in envelope

Coleman, Algernon The teaching of modern foreign languages in the United States; a report prepared for the Modern Foreign Language study. 319p. (bibl. footnotes) diagrs. O (Pub'ns of the Amer. & Canadian Coms. on modern languages) c. N. Y., Macmillan

pap. apply

Committee on Otosclerosis, American Otological So-

ciety, comp.
Otosclerosis; a resumé of the literature to July, 1928; 2 v. 742p. (21p. bibl.) O '29 N. Y., P. B. Hoeber

Cushing, Harvey Williams

The medical career; an address on "The ideals, opportunities, and difficulties of the medical profession." 53p. front. (por.) D c. Hanover, N. H., sion." 53p, front Dartmouth College pap. apply

Dietz, Edwin Joseph Wesley
A to Z of pigeons. 154p. il. D c. Sellersville, Pa.,
Item Pub. Co. pap. \$1; lea., \$1.50

Elliott, Grace Loucks, and Bone, Harry

The sex life of youth. 157p. (3p. bibl.) D N. Y., Ass'n Press \$1.50 Constructive suggestions on the problems connected with relations between men and women in friendship, courtship, the engagement period, religion and sex. Based on the work of the Commission on Relations Between College Men and Women of the Council of Christian Associations Council of Christian Associations.

Ellwood, Charles Abram

Man's social destiny in the light of science. 219p. (bibl. footnotes) D (Cole lectures for 1929, Vanderbilt Univ.) c. Nashville, Tenn., Cokesbury Press

Striking a note of Christian optimism in a con-sideration of our social problems.

Evans, Hubert R.

Derry's partner. 268p. il. (col.) D '29, c.'28, '29 N. Y., Dodd, Mead \$2 The adventures of two dogs and their master in the cold, wild northwest.

Fairbanks, Harold Wellman

Southern California, the land and its people; a reader for beginners in geography. 363p. il. D [c. '29] San Francisco, Harr Wag-\$1.50 ner

Farington, Joseph

The Farington diary; v. 8, May 19, 1815, to December 30, 1821; ed. by James Greig. 332p il. O ['28] [Garden City, N. Y., Doubleday, Doran] buck. \$7.50 This concluding volume of the Diary is dominated by the fall of Napoleon.

Field, Edward Salisbury Twin beds; il. from the photoplay. 176p. D (Popular copyrights) [c.'13] N. Y., Grosset

Fielding, Archibald

The mysterious partner. 286p. D c. N. Y., Knopf

An eerie laugh in the old house of Farthing means violent death to the owner, and to solve the murder of Edgar Danforth, Inspector Pointer is forced to find the secret of that laugh.

Fletcher, Joseph Smith

The passenger to Folkestone. 288p. D (Popular copyrights) [c. '27] N. Y., Grosset 75 c.

Fowler, Guy

The last of Mrs. Cheyney; based on the stage play by Frederick Lonsdale; il. from the photoplay. 218p. D (Popular copyrights) [c. '20] N. Y., Grosset 75 c.

Frankau, Pamela

Three; a novel. 285p. D c. Garden City, Y., Doubleday, Doran

Three different kinds of love are offered to Janet, who is staying on the Riviera amid a group of sophisticated English and Italian idlers.

Franklin, Benjamin

"The sayings of Poor Richard"; comp. by Paul Leicester Ford [new ed.]. 288p. front. (por.) S [n.d.] N. Y., Putnam \$1.50 Fraser, Ferrin L.

If I could fly. no. p. il. D [c. '29] N. Y., Sears bd. \$1 Poems for children.

Fred Newton Scott anniversary papers, The.

328p. (6p. bibl., bibl. footnotes) front. (por.) [c. '29] Chic., Univ. of Chic. Press bds. \$5 Literary essays contributed by former students and colleagues of Professor Scott and presented to him in celebration of his thirty-eighth year of distinguished service in the University of Michigan, 1888-1926.

Frost, Holloway H.

We build a navy. 507p. il., maps O '29 Annapolis, Md., U. S. Naval Inst. \$4

Fulton, Reed

Moccasin Trail. 318p. front. (col.) D c. Garden City, N. Y., Doubleday, Doran \$1.75 A boy's adventures with Kit Carson on the westward trail from St. Louis to Santa Fe.

Garrison, Sidney Clarence, and Garrison, Karl

The psychology of elementary school subjects. 589p. (bibl.) il., diagrs. D (Johnson educ. ser.) [c. '29] Richmond, Va., Johnson Pub. Co.

Garrod, Heathcote William

The profession of poetry, and other lectures. 28op. O '29 [N. Y.] Oxford \$4.50 Lectures on literary topics by a former professor of poetry in the University of Oxford.

Gehrs, John Henry

Agricultural nature study; bk. I. 191p. il. (pt. col.), map D [c. '29] N. Y., Amer. B'k.

Gibbons, Floyd Phillips

The red Napoleon. 475p. maps D [c. '29] Y., Cape & Smith An imaginary story of the next war in which a Tartar-Mongol leader sweeps over Europe and on to America in the attempt to crush white civilization. Written by a famous American war correspondent.

Gluck, Sinclair

Shadow in the house. 285p. front. (diagr.) D c. [N. Y.] Dodd, Mead \$2 Two rival detectives seek the murderer of Harrison, the sugar king.

Goebel, Rev. Edmund J.

Pax Christi; letters to a young seminarist. 204p. D [c. '29] Milwaukee, Bruce Pub. Co. \$1.50

Goodwin, John

Sealed orders. 376p. D c. N. Y., Putnam Thrilling adventure with rum-runners and hi-

jackers.

Gordy, Wilbur Fisk How the colonies grew into states. 287p. (bibls.) il., maps D [c. '29] N. Y., Scribner \$1

Feraru, Leon The development of Rumanian poetry. 129p bibl.) D c. N. Y., Inst. of Rumanian Culture 129р. (бр. pap. apply

Foote, Edward Milton Principles and practice of minor surgery; a text book for students and practitioners; 6th ed. 827p. il. O '29 N. Y., Appleton apply French, Thomas E.

Engineering drawing; 4th ed., rev. and enl. 482p. O '29. N. Y., McGraw-Hill \$3

Fulkerson, L. L.

Textbook of gynecology. 842p. il. '29 Phil., Blakis-

Gore-Booth, Eva

Poems of Eva Gore-Booth; complete ed.; with The inner life of a child, and Letters, and a biographical introd. by Esther Roper. 673p. il. D'29 N. Y., Longmans \$3.40

Grahame, Kenneth

The golden age; il. by Ernest H. Shepard. 178p. D'29 c.'95,'22 N. Y., Dodd, Mead \$2

Green, Fitzhugh

Bob Bartlett, master mariner. 219p. il. D (Adventurer ser. 3) c. N. Y., Putnam \$1.75 A book for boys about Peary's famous polar skip-

Gregory, Jackson

Mystery at Spanish Hacienda. 293p. D '29, c.'28, '29 N. Y., Dodd, Mead \$2 A rover of the southwest finds adventure and mystery.

Groom, G. Laurence

The singing sword: a poem; foreword by Richard Le Gallienne. 82p. il. O '29 N. Y., bds. \$2 A poem of love in the troubadour days of knights and ladies fair.

Hargreaves, Sheba

Ward of the redskins. 307p. D c. N. Y.,

A story of pioneer days in Oregon and a white girl brought up by the Indians.

Hart, Mrs. Frances Newbold Noyes

Hide in the dark. 319p. D. c. Garden City, N. Y., Doubleday, Doran Hallowe'en festivities at an an old southern mansion are interrupted by the murder of one of the members of a gay house party. The Crime Club selection for August.

Hawthorne, Nathaniel

A wonder-book for boys and girls. 234p. il. D (Every child's lib.) [c. '29] Akron, O., Saalfield Pub. Co.

Henderson, William James

Elements of navigation; a complete exposition of the newest methods as used in the Navy and Merchant Marine; rev. by Elmer B. Collins. 171p. il., diagrs. T [c. '95-'23] N. Y., \$1.50 Harper

Hichens, Robert Smythe

The bacchante; the story of a brief career. 423p. il. D (Popular copyrights) [c. '26, '27] N. Y., [Grosset]

Higginson, Mrs. Mary Potter Thacker

Fugitives [verse, 1im. ed.]. 84p. S'29 Portland, Me., Mosher Press bds. \$1.50 bds. \$1.50 Hodgson, Stuart

Portraits and reflections. 192p. D [20] N. Y., Dutton Pen-pictures of such different people as King George, Henry Ford, Alfred E. Smith and Mussolini, and many others.

Hoelscher, Randolph P.

The teaching of mechanical drawing. 229p. O '29 N. Y., Wiley

The Iliad; done into English prose by Andrew Lang, and others; globe ed. 511p. S (Cardinal ser.) '29 N. Y., Macmillan lea. \$3.50, bxd.

Hopkins, Levi Thomas

Curriculum principles and practices. 620p. (bibls.) diagrs. D '29 Chic., B. H. Sanborn

Horan, Kenneth, comp.

Parnassus en route. 288p. map D c. N. Y., Mcamillan An anthology of poems about places on the European continent

Hulbert, Winifred

Cease firing, and other stories. 138p. il. D c. N. Y., Macmillan \$1.50
Stories of boys and girls of many countries, based on actual incidents in the history of the League of Nations. This book was written under the direction of the League of Nations Association.

Hurlbutt, Frank

Bristol porcelain. 64p. il. (pt. col.) Q '29 Bost., Hale, Cushman & Flint buck. \$20

Johnson, Owen McMahon

Sacrifice. 345p. D '29, c. '28, '29 N. Y., Longmans A tragi-comedy of a divorce-mad social set in which Sabina Baring stands out for her revolt against easy standards.

Johnson, Roger A.

Modern geometry; an elementary treatise on the geometry of the triangle and the circle; ed. by John Wesley Young. 332p. diagrs. D [c.'29] Bost., Houghton \$3.50

Keelor, Katharine Louise

Working with electricity; a book of lights, bells, magnets and messages. 124p. (4p. bibl.) il., maps, diagrs. S (Work and play ser.) c. N. Y., Macmillan \$1.75 Experiments for boys and girls.

Kendall, James

Smith's college chemistry; rev. ed. 771p. il., diagrs. O [c. '05-'29] N Y., Century \$3.75

Haynes, Frances, ed.

Walter Haynes of Sutton Mandeville, Wiltshire, England, and Sudbury, Massachusetts, and his descendants, 1583-1028. 219p. il., maps O '29 Haverhill, Mass., Record Pub. Co., 17 West St. apply

Heitz, Thomas W.

The cold storage of eggs and poultry. 54p. (bibl. footnotes) il., diagrs. O (U. S. Dept. of Agri., circular no. 73) '29 Wash., D. C., Gov't Pr. Off.; Sup't of pap. 15 c.

Hersch, Alvin David

The Michigan law of conditional sales, instalment sales and title retaining contracts, with statutes and forms. 600p. O '29 Chic., Callaghan & Co. apply

Hitchcock, Alfred Marshall

Notes for teachers using composition and grammar.

96p. D [c. '29] N. Y., Holt apply

Holtman, Dudley F. Wood construction; principles, practice, details, 707p. il. O '29 N. Y., McGraw-Hill \$6

Hulbert, Homer B.
Exhibit A.; a comedy in three acts. 1057
Minn., Northwestern College of Speech Arts 105p. S '29

pap. 75 c. 28p. Q '29 lest a thinkin'; a comedy in two acts. Minn., Northwestern College of Speech Arts

Immanuel hymnal; with scripture responses for use by minister and people in public worship. 664p. O '29 N. Y., Macmillan \$1.75

Keverne, Richard

The Sanfield scandal. 318p. D (Harper sealed mystery) c. N. Y., Harper \$2
When a young American leases Castle Tower in England, family ghosts reawaken and mystery penetrates the old Tower.

Kretzmann, Paul Edward

The Christian woman as a social worker; forty analyzed lessons for class discussion or private study. 132p. D [c. '29] [Berne, Ind., Economy Press

Lacey, T. A.

Herbert Thorndike. 155p. D (English theologians) '29 N. Y., Macmillan \$2.40

Lamb, Charles, and Lamb, Mary Ann

Tales from Shakespeare; golden treasury ser. 386p. S (Cardinal ser.) '29 N. Y., Macmillan lea. \$2.50, bxd.

Lane, Mrs. Rose Wilder

Hill-billy. 286p. D (Popular copyrights) [c. '25, '26] N. Y., Grosset 75 c.

La Prade, Ernest

Marching notes. 190p. il. D c. Garden City, N. Y., Doubleday, Doran The elements of musical theory taught to children in narrative style.

Lee, Louisa Carter

Her other husband; a love story. 247p. D N. Y., (C. H. popular copyrights) [c. '29] Chelsea House 75 C.

Livingston, Armstrong

The monster in the pool. 320p. D [c. '28, '29] Ind., Bobbs-Merrill An alligator plays an important part in this story of sinister mystery, murder and jewel theft.

Lucas, Edward Verrall

Vermeer the magical. 59p. il. O '29 Garden City, N. Y., Doubleday, Doran \$3.50 Concerning the life and work of the famous Dutch painter of the 17th century, Jan Vermeer of Delft.

McCabe, Joseph [formerly Father Anthony] The story of religious controversy; ed. by E. Haldeman-Julius. 641p. O [c. '29] Bost.,

A survey of the history of religion by a former Catholic priest, who is now a confirmed materialist.

Mackay, W. Mackintosh, D.D.

Bible types of modern men. (Dollar lib.) 29 Garden City, N. Y., Doubleday, Doran \$1 Bible types of modern women. (Dollar lib.) '29 Garden City, N. Y., Doubleday, Doran \$1

MacLeod, Le Roy

Driven. 160p. D c. N. Y., Covici, Friede

Verse by a young American poet, some of which has appeared in English and American periodicals.

McNeile, Herman Cyril [Sapper, pseud.] Temple Tower. 319p. D (Crime club) c. '28, '29 Garden City, N. Y., Doubleday, Doran

A new Bulldog Drummond adventure.

Malone, Andrew E.

The Irish drama. 351p. O'29 N. Y., Scrib-A well-known Dublin critic surveys the remark. able work of the Irish playwrights and the Irish theatrical productions from 1896 to 1928.

Maltby, W. R., D.D.

The significance of Jesus. 111p. D (Burwash memorial lectures, 1928) '29 [Garden City, N. Y., Doubleday, Doran] \$1.50

Manly, Lieut. G. B.

Aviation from the ground up; a practical instruction and reference work on aviation and allied subjects. 373p. il. diagrs. D [c. '20] Chic., F. J. Drake

Martin, John, pseud. [Morgan Shepard], comp. John Martin's big book for little folk, no. 13) no p. il. (pt. col.) Q [c. '29] N. Y., Dodd, An annual volume of stories, verse, pictures, etc., for children.

Mason, Alfred Edward Woodley

The four feathers; il. from the photoplay. 408p. D (Popular copyrights) [c. '01, '02] N. Y.,

The prisoner in the opal. 360p. D (Popular copyrights) [c. '28] [N. Y., Grosset] 75 c.

Matthews, Eric Christian

Modern illustration; a practical art course; a series of lessons covering all branches of illustration, drawing for reproduction, and commercial art work. 1919. il. (pt. col.) diagrs. Q [c. '29] Chic., F. J. Drake

Maugham, William Somerset

Mrs. Craddock. 324p. D (Novels of distinction) [c. '28] [N. Y.], Grosset \$1

Maxwell, Gerald

The old-world Germany of to-day. 191p. il. D'29 N. Y., Dodd, Mead \$3

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Mayne, Ethel Colburn

The life and letters of Anne Isabella, Lady Noel Byron. 517p. (bibl. footnotes) il. O c. Y., Scribner The tragic life of the poet's wife written from unpublished papers in the possession of the late Ralph, Earl of Lovelace.

Meisel, Max

A bibliography of American natural history; the pioneer century, 1769-1865; v. 3. 761p. O c. Brooklyn, N. Y., Premier Pub. Co. \$7.50 This volume includes the institutions founded or organized between 1845 and 1865, bibliography of books, chronological tables, index of authors and institutions and addenda to volume 1.

Livermore, George Robertson, and Schumann, Edward stone slates. 99p. il. Q '29 N. Y., Macmillan Armin

Gonorrhea and kindred affections. 273p. il. (pt. col.) O '29 N. Y., Appleton apply Lloyd, Nathaniel

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Dear Jesus; child's first communion prayer book. 166p. il. (pt. col.) Ff [c. '29] Chic., John P. Daleiden Co., 1530 Sedgwick St. fab. 25 c.—\$1.40

Melville, Lewis, pseud. (Lewis S. Benjamin) Not all the truth. 286p. il. (pt. col.) O '29
Garden City, N. Y., Doubleday, Doran \$5
Witty reminiscences by a well-known English author and clubman. Illustrated from unpublished drawings by Max Beerbohm, Harry Furniss, David Low, Arthur Rackham and others.

Stage favourites of the eighteenth century. 288p. il. (col. front.) O '29 Garden City, N. Y., bds. \$6, bxd. Doubleday, Doran About Lavinia Fenton, Peg Woffington and other famous London actresses of Dr. Johnson's time.

Meynell, Laurence W.

The shadow and the stone. 307p. D c. N. Y.,

A London young-man-about-town becomes involved in the mystery that surrounds a precious stone stolen from an African idol.

Milton, John

Poetical works; introds. by David Masson; globe ed. 636p. S (Cardinal ser.) '29 N. Y., lea. \$3.50, bxd. Macmillan

Minor, Ruby

Pupil activities in the elementary grades; a series of practical natural learning activities for grades 1 to 6 inclusive. 270p. (16p. bibl.) il. D (Lippincott's school project ser.) [c. '29] \$1.80 Phil., Lippincott \$1.80
The author is director of kindergartens and elementary education, Berkeley, Calif.

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The sheriff of Vacada; a western story. 245p. D (C. H. popular copyrights) [c. '29] N. Y., Chelsea House 75 C.

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Ogden, George Washington

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The present crisis in religion. 288p. (bibl. footnotes) O c. N. Y., Harper \$2.50
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Payne, George Henry

The child in human progress; new ed. 419p. (22p. bibl.) il. O [c. '16] N. Y., Sears

Pedler, Margaret Bass [Mrs. W. G. Q. Pedler

Bitter heritage. 365p. D (Popular copyrights) [c. '27, '28] N. Y., Grosset 75 c.

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Pike, Joseph

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Official guide to Harvard University; 6th ed. 181p.
il., maps O '29 Cambridge, Mass., Harvard \$2
Moss, Col. James A.
The American flag: its glory and grandeur, being a
manual of patriotism for boys and girls. 128p. il.,
maps O [c. '29] Wash., D. C., U. S. Flag Ass'n
pap. 65 c.

Pegram, Rev. George Allen

The world's view of eternal punishment, or, The doctrine of eternal punishment written indelibly in human nature; 2nd ed. 93p. D. [c. '29] [Cin., God's Bible School & Revivalist, 1810 Young Mt. Aub.] Poincaré, Raymond

The memoirs of Raymond Poincaré, 1914 [v. 3]; tr. by Sir George Arthur. 32, p. (bibl. footnotes) O '29 Garden City, N. Y., Doubleday, Doran

From the outbreak of the Great War to the end of 1914. M. Poincaré was at that time President of the French Republic.

Porter, Gene Stratton [Mrs. Charles Darwin Porter]

Tales you won't believe. 336p. il. D (Popular copyrights) [c. '23-'25] N. Y., Grosset 75 c.

Poynter, Beulah

Gay caprice; a love story. 249p. D (C. H. popular copyrights) [c. '29] N. Y., Chelsea House

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hates her, and one completely indifferent to her.

Queen, Ellery

The Roman hat mystery; a problem in deduction. 340p. diagr. D c. N. Y., Stokes \$2 A man is murdered while watching the second act of a popular Broadway play—the vital clue the disappearance of his top hat.

Regulations for governing the province of the Californias; approved by His Majesty by royal order, dated October 24, 1781; tr. by John Everett Johnson; 2 v. [lim. ed.]. 55p., ea. (4p. bibl. note) O c. San Francisco, Grabhorn Press bds. \$15, bxd. One volume contains the Spanish text.

Roberts, Elizabeth Madox

My heart and my flesh. 300p. D (Novels of distinction) [c. '27] [N. Y.], Grosset \$1

Roche, Arthur Somers

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Roe, Frederick C., ed.

Modern tales from France; an anthology of French humour. 160p. D '29 N. Y., Long-A reading text of entertaining narrative prose for the French student.

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Theodore Roosevelt; an autobiography [new popular-priced ed.]. 605p. front. (por.) O '29 \$2.50 c. 13 N. Y., Scribner

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Golden pilgrimage. 324p. D c. Garden City, N. Y., Doubleday, Doran

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Schwimmer, Franciska

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True stories of the childhood of some great musicians from Mozart to George Gershwin. For older boys and girls.

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Sheppard, H. R. L.

The impatience of a parson. (Dollar lib.) '29 Garden City, N. Y., Doubleday, Doran \$1

Simonds, William A.

Henry Ford, motor genius. 215p. il. D c. Garden City, N. Y., Doubleday, Doran \$2 An account of his career, with a pictorial supplement showing a trip through the Dearborn plant.

Singmaster, Elsie [Mrs. Harold Lewars]

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Small, Austin J. [Seawark, pseud.]

The needle's kiss. 312p. D (Crime club) '29 c. '28, '29 Garden City, N. Y., Doubleday, Doran

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Rea, Leonard Owens The financial history of Baltimore, 1900-1926, 1399. (bibl.) diagrs. O (Univ. studies in hist, and political science, ser. 47, no. 3) c. Balt., Johns Hopkins Press

Reed, A. Stuart, and others

Boys' work to match the times; the evolving service of the Young Men's Christian Association. 26p.

(bibl.) il. Q '29 N. Y., Ass'n Press apply

[Rice, George Samuet]
Coal-dust explosions in mines: causes, effects and recommendations for prevention. 26p. O (U. S. Bur. of Mines, technical pap. 448) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Rutherford, Mac B.

On the trail of the little white imp; a message to the boys and girls of America [the cigarette habit]. 56p. front. (por.) D [c. '29] [Long Beach, Cal., Royal Pr. Co.]

Scott, Henry Dickerson
Iron and steel in Wheeling [lim. ed.]. 176p.
(bibl.) il. Q [c. '29] Wheeling, W. Va., Author, P. O.
\$7.50; lea., \$10

Servera, Joaquin Trade promotion ser., no. 74) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. Smith, Edwin W.

Aggrey of Africa; a study in black and hite. 304p. 1l. map O '29 [Garden City, N. Y.], Doubleday, Doran

The remarkable life of a West African negro, who became pupil then teacher in a mission school, interpreter, graduate of Columbia University in New York and vice-principal of the Prince of Wales' College in Africa.

Smith, Susan

Made in America. 91p. il. (col. front.) D

[c.'29] N. Y., Knopi
An account of the handicraft period of American history, telling boys and girls about colonial furniture, Stiegel and Sandwich glassware, Currier and Ives prints, etc.

Spalding, Mrs. Elizabeth Hill

English at work. 319p. D '29 Yonkers, N. Y., World B'k

Stratton-Porter, Jeannette

Freckles comes home. 305p. D c. Garden City, N. Y., Doubleday, Doran \$2

Freckles and the Swamp Angel find their romance in this sequel to the late Gene Stratton-Porter's "Freckles," written by her daughter.

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Swezey, Goodwin Delass, and Gable, J. Harris book of astronomy. 304p. il. maps. diagrs. D [c. '29] N. Y., Dutton

Taft, Kendall B., and others, eds.

College readings in contemporary thought. 543p. O c. Bost., Houghton A selection of writings on varied phases of present-day life, by well-known authors.

Thoreau, Henry David
Walden, or, Life in the woods; introd. by Joseph L. King. 410p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.

Totheroh, Dan

Burlesque; from the play by Arthur Hopkins and George Manker Watters. 263p. front. D (Popular copyrights) [c. '28] [N. Y., Grosset]

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James H. Hyslop—X; his book; a cross reference record. 424p. front. (por.) O c. York, Pa., York Pr. Co. flex. cl. \$3.75 A record of séances.

Tyrrell, Mabel L.

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Villard, Oswald Garrison

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Wallace, Edgar

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West, John, and others

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John Markle, representative American [lim. ed.].

181p. il. O '29 N. Y., Leonard Scott Pub'n Co., 249

W 12th St. lea., priv. pr., bxd.

Sterling, Edna Louise, and Cole, Miriam E.

Diagnostic and measurement tests to accompany
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Sullivan, Emma Gertrude

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[c. '29] Los Angeles, Miller & Falconer, 1126 Grand
View apply

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to rights in oil and natural gas in the state of Texas, including leases and conveyances. 638p. O 29 Kansas City, Mo., Vernon Law Bk. Co. apply 638p. O U. S. Bureau of Standards

Specifications and tolerances for commercial weighing and measuring devices. 137p. il. D (Misc. pub'ns M85) '29 Wash., D. C., Gov't Pr. Off.; Sup't

U. S. Federal Oil Conservation Board
Report III of the Federal Oil Conservation Board
to the President of the United States, February 25,
1929. 223p. (26p. bibl.) O '29 Wash., D. C., Gov't
Pr. Off.; Sup't of Doc.

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Villard, Oswald Garrison, and others

The influence of immigration on American culture. 41p. O '29 N. Y., Conference on Immigration Policy, 122 E. 42nd St. pap. apply

Walker, J. F.
Some factors affecting the marketing of wool in Australia, New Zealand, the Union of South Africa. England, and France. 94p. (bibl.) il. O (U. S. Den't of Agri., technical bull. no. 124) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Whittey, W. T.

Artists and their friends in England; 2 v. 400p. il. O '29 Bost, Hale, Cushman & Flint

Willard, Warren Wyeth

Steeple Jim; foreword by Robert Dick Wil-on. 316p. il. O c. Princeton, N. J., Princeton Pub. House The biography of a steeplejack, who was once a drunkard, but was converted and became an evangel-

Williams, Leonard

Waistcoat pocket guide to Paris. 250p. map D'29 Bost., Hale, Cushman & Flint 75 C.

Wilson, Edmund

I thought of Daisy. 311p. D c. N. Y., Scrib-This is a story of a young man's career from the time when just after the war he launches out in New York as a writer. Two girls affect his life, one a poetess, the other, Daisy, a girl of commonplace origin, at that point in her varied career a chorus girl in a Broadway show. Wofsy, Samuel Abraham

Lectura y conversació para principaintes. 205p. il. D (Century modern lang. ser.) [c. '29] N. Y., Century

Wolseley, Viscountess
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Yates, Raymond Francis

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Dealing with the theory, construction and opera-tion of telephotographic and television transmitters and receivers, and written especially for home

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Young, Emily Hilda William. 316p. D (Novels of distinction)
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Zamacoïs, Miguel

La fleur merveilleuse; pièce en quatre acts, en vers. 128p. D (Longmans' modern French plays) '29 N. Y., Longmans 90 c.

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Life and letters of Anne Isabella, Lady Noel Byron, The. Mayne, E. C. \$5 Scribner Little yellow house, The. Burton, B. P. 75 c. Grosset Liza Jane and the Kinkies. Phipps, M. \$2 Sears Louis XI. Champion, P. \$5 Dodd, Mead Lysistrata. Donnay, M. C. Knobf Made in America. Smith, S. \$2 Knopf Man's social destiny in the light of science. Ellwood, C. A. \$2 Cokesbury Marching notes. La Prade, E. \$1.25 Cokesbury Press Doubleday, Doran Martin's (John) big book for little folk, no. 13. \$2.50 Dodd, Mead Memoirs of Raymond Poincaré, 1914; v. 3. Doubleday, Doran Mrs. Craddock. Maugham, W. S. \$1 Grosset Moccasin Trail. Fulton, R. \$1.75 Doubleday, Doran Modern aviation engines. Pagé, V. W. \$9 N. W. Henley Pub. Co. Modern geometry. Johnson, R. A. \$3.50 Houghton Modern illustration. Matthews, E. C. \$3.50 F. J. Drake Modern tales from France. Roe, F. C. 90 c. Longmans Monkey that would not kill, The. Drummond, H. \$1.50 Dodd, Mead Monster in the pool, The. Livingston, A. \$2 Bobbs-Merrill Presland, J. Mosaic. \$2 Appleton My heart and my flesh. Roberts, E. M. \$1 Grosset Mysterious partner, The. Fielding, A. \$2 Mystery at Spanish Hacienda. Gregory, J. \$2 Dodd, Mead Needle's kiss, The. Small, A. J. \$2 Doubleday, Doran Normandy. Muirhead, F. \$3 Macmillan Northing tramp, The. Wallace, E. \$2 Doubleday, Doran Not all the truth. Melville, L. \$5 Doubleday, Doran Old-world Germany of to-day, The. well, G. \$3 Dodd, Mead Paris and its environs. Muirhead, F. Macmillan Parnassus en route. Horan, K. \$2.50 Macmillan Partners in crime. Christie, A. M. \$2 Dodd, Mead Passenger to Folkestone, The. Fletcher, J. S. Grosset 75 C. Pax Christi. Goebel, E. J. \$1.50 Bruce Pub. Co. Poems of Eva Gore-Booth. \$3.40 Longmans Poetical works. Milton, J. \$3.50 Macmillan Portraits and reflections. Hodgson, S. \$2.50 Dutton Present crisis in religion. Orchard, W. E. Harper Prisoner in the opal, The. Mason, A. 75 c. Grosset Profession of poetry, and other lectures, The. Garrod, H. W. \$4.50 Oxford

Psychology of elementary school subjects, The. Garrison, S. C. \$2

Johnson Pub. Co. Pupil activities in the elementary grades. Minor, R. \$1.80 Lippincott \$2.50 Red cavalry. Babel, I. Knopf Red Napoleon, The. Gibbons, F. P. \$2.50

Cape & Smith Regulations for governing the province of the Grabhorn Press Californias. \$15 Roadside development. Bennett, J. M. \$5

Macmillan Roman hat mystery, The. Queen, E. \$2 Stokes

Roosevelt (Theodore); an autobiography. Scribner Rose of Corinth. Buck, M. S.

\$5 N. L. Brown Roux the bandit. Chamson, A. \$2 Scribner Sacrifice. Johnson, O. M. \$2 Longmans Sanfield scandal, The. Keverne, R. \$2

Harper 'Sayings of Poor Richard, The." Franklin, B. \$1.50 Putnam Scott (Fred Newton) anniversary papers, The. Univ. of Chic. Press in, J. \$2 Putnam Sealed orders. Goodwin, J. \$2 Sermons in song. Nesbit, W. D.

Volland Sex life of youth, The. Elliott, G. \$1.50 Ass'n Press

Shadow and the stone, The. Meynell, L. W. Appleton \$2 Shadow in the house. Gluck, S.

Dodd, Mead Sheriff of Vacada, The. Montague, J. Chelsea House

West, J. \$1.75 Show 'em up in anagrams. Siamese cat, The. Morse, E. \$1.75 Dutton Maltby, W. R. Doubleday, Doran \$1.50 Singing sword, The. Groom, G. L.

Harber Skippy and other humor. Crosby, P. L. \$2.50 Greenberg Smith's college chemistry. Kendall, J. \$3.75 Century

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Stratford upon Avon. Pike, J. \$1.75 Macmillan Structure and surface. Brown, C. B. \$4.20

Longmans Sussex in the past. Wolseley, Viscountess, \$6 Hale, Cushman & Flint Tales from Shakespeare. Lamb, C. \$2.50

Macmillan Tales you won't believe. Porter, G. S. 75 c. Grosset

Tarzan, lord of the jungle. Burroughs, E. 75 C. Grosset Teaching of mechanical drawing, The. Hoel-

scher, R. P. \$2.50 Temple Tower, McNeile, H. C. \$2 Wiley

Doubleday, Doran Textbook of geology. Pirsson, L. V. \$3.75 Wiley

Thorndike (Herbert). Lacey, T. A. \$2.40 Macmillan Three Half-Moons and other stories, The. Abingdon

Boreham, F. W. \$1.75 Thunderbolt. Connor, G. A. Tick tock clock book, The. Swan, K. \$1 Stoll & Edwards

Tombstone. Burns, W. N. \$3 Doubleday, Doran Wharton, E. \$1 Twilight sleep. Grosset

Twin beds. Field, E. S. 75 c. Grosset Shawhan, J. M. \$2.50 Unpolished pebbles. Hyde Bros.

Vain goddess. Brookman, L. L. 75 c. Grosset

Vermeer the magical. Lucas, E. V. \$3.50 Doubleday, Doran Waistcoat pocket guide to Paris. Williams, L. 75 c. Hale, Cushman & Flint Walden. Thoreau, H. D. 80 c. Macmillan Ward of the redskins. Hargreaves, S. \$2

Harper We build a navy. Frost, H. H.

I. H. \$4 U. S. Naval Inst. Whys and otherwise. Best, Mrs. S. E. \$1.75 Golden Press

William. Young, E. H. \$1 Wonder-book for boys and girls, Grosset Hawthorne, N. 60 c. Saalfield Pub. Co. Working with electricity. Keelor, K. L. \$1.75 Macmillan

World's delight, The. Oursler, F. Harper Singmaster, E.

You make your own luck. Longmans Young May moon, The. Ostenso. M. \$2.50 Dodd, Mead

Old and Rare Books

A Monthly Department

Gulliver's Travels

John T. Winterich

Mr. Winterich Begins His Second Series of Romantic Stories of Books With That Savage and Dominating Figure, Jonathan Swift

HERE had been a party of Boswell's assembling at the Crown and Anchor the previous evening—an evening probably in the late spring or early summer of 1768, a matter of weeks before King George III issued orders to station four regiments of his troops in the intransigent town of Boston. A company of contemporary notables was in attendance, but "on the present occasion," records Boswell, Dr. Johnson "had very little opportunity of hearing them talk, for with an excess of prudence, for which Johnson afterwards found fault with them, they hardly opened their lips, and that only to say something which they were certain would not expose them to the sword of Goliath; such was their anxiety for their fame when in the presence of Johnson."

Boswell had met Johnson only a little more than five years earlier; he had not yet, perhaps, become the perfect amanuensis. "I am sorry to find that I have preserved but a small part of what passed," he records of the evening at the Crown and Anchor. Some of what passed, he admits, may have "escaped me in the noise of a numerous company." But he remembered enough to frame a general commentary on the Doctor's performance:

"When I called upon Dr. Johnson next morning, I found him highly satisfied with his colloquial prowess the preceding evening. 'Well,' said he, 'we had good talk.'
Boswell: 'Yes, Sir; you tossed and

gored several persons.'

TRAVELS

INTO SEVERAL

Remote NATIONS

OF THE

WORLD.

In FOUR PARTS.

By LEMUEL GULLIVER, First a Surgeon, and then a CAP-TAIN of feveral SHIPS.

VOL. I.

LONDON

Printed for BENJ. MOTTE, at the Middle Temple-Gate in Fleet-fireet. M DCC XXVI.

Title-page of Gulliver's Travels, 1726

The Doctor may have smiled, and thought of Jonathan Swift, who, the night before, had come in for his share of tossing and goring. Swift, in his day, had been by way of a tosser and gorer himself. He had lain these twenty-three years "where bitter wrath can tear the heart no more"-an epitaph of his own choosing, like Keats's, but bearing infinitely greater truth than would that of the yet unborn poet. For he had eaten the bread of wrath (and the no more palatable bread of dependence) much of his days—days that eventually mounted to the impressive total of seventy-eight years. But the final years were a time of clouded mental anguish through which the sun of rationality shone cruelly betimes to illumine for Swift's own consciousness the terrible fact that, as he himself had prophesied to the poet Young, who found him on a walk "gazing upward at a noble elm, which in its uppermost branches was much decayed": "I shall be like that tree; I shall die at the top."

It was more than ten years after the Crown and Anchor conversation that Johnson's "Lives of the English Poets" peared, with all its crystallized disparagement of Swift. "During his life," declared Johnson, "the place of his birth was undetermined. He was contented to be called an Irishman by the Irish; but would occasionally call himself an Englishman. The question may, without much regret, be left in the obscurity in which he delighted to involve it." This is a somewhat cavalier manner in which to ride over a tolerably important element in any man's biography —happily subsequent narrators of the story of Swift's career have investigated the business with more scholarly thoroughness. There is absolutely no mystery about the place of Swift's birth. His father, who had been Jonathan Swift before him, and born an Englishman, had migrated to Dublin early in 1666 to become steward of the King's Inns. In April of 1667 he died, and the following November his widow gave birth to his second child and only son, who could hardly be called other than Tonathan.

Swift received a good education, thanks to the good offices of an uncle who seems to have been at considerable pains to label his generosity. The youth barely made his degree at Trinity College, Dublin, but make it he did, and the authorities doubtless

breathed easier. His college career had been a tumultuous affair, marked by frequent disciplinings-once Swift and a group of other cutups had to ask public pardon of the dean on their knees. But his was not the viciousness of literal significance; as Sir Leslie Stephen declared in his fine study of Swift, "there is no trace of anything like licentious behavior in his whole career. The statement is worth remembering when one considers the stories of Stella and Vanessa, whose very names impart a glamor of romance to the chronicle of Swift's troublous career—a career that, while it still awaits the critical research of the pathologist and the psychoanalyst, offers nothing to the student of boudoir memoirs.

There was an influential relative beside the palpably generous uncle. The name of Sir William Temple would loom larger in the history of his time if he had not been a person of such intellectual dignity that the clumsy craftiness of contemporary politics, both internal and international, bred in him a contempt that kept him aloof from the more strident manifestations of statesmanship. He played a part, and a notable one, but it was backstage. He bound Holland and Sweden into an alliance with England against Spain, and he found a wife for William of Orange. More important, however, he engaged Jonathan Swift as his secretary. Swift was not particularly happy, and soon afterward returned to Ireland, was ordained, and spent a few months as a rural clergyman. But the life was even more distasteful than his dependent position with Sir William Temple; he soon rejoined Temple, and remained with him until the latter's death in 1699. He returned again to Ireland to be a churchman, not because he liked it especially, but because it was, after all, the only trade he knew, saving the trade of writing.

For in a humble way he had already begun to test and prove his capacity for satire, the art of which he was to become the supreme exponent in his language. And not so humbly either, for two of these earliest pieces are to this day among the best known of his productions—the very best known save for the then still distant masterpiece that will preserve his name imperishably as long as love of "a tale which holdeth children from play and old man from the chimney corner" endures. Those two early efforts may survive principally as

names, for their titles have an alliterative provocativeness that is familiar to a host of men and women who have never ventured beyond: "The Battle of the Books" and "A Tale of a Tub." Both these efforts, "challenges thrown down to pretentious pedan-

try," as Sir Leslie Stephen called them, can still be read for their narrative interest, but their concern for the less thorough student must always be the fact that they were in a measure the mold for the tour de force of a generation later.

Swift's stay in Ireland was punctuated with frequent visits to London, some of them lengthy. He was fully informed on the politics of his day, and his biting pen was soon being wielded in the succession of noisy fracases that were the outward manifestations of Whig and Tory enmity. His reward for his services came in 1713

with his selection as dean of St. Patrick's, Dublin. He was forty-six years old. He was just short of sixty when the work appeared which was to pluck his name from the roster of eighteenth-century political pamphleteers and place it among the elect.

He had begun to write it many years before, not as something to be tossed off and hurled into the thick of just one more partisan scrimmage, but as a general, allembracing satiric survey of mankind that could take much time in the making, since the attributes of the subject were proof against substantial alteration in the interim. He was the ideal man to do it; history does not record the name of a finer candidate for the high priesthood of misanthropy. In a famous and often-quoted letter to Pope, himself no dilletante of misanthropy, Swift wrote "I heartily hate and detest that animal called man, although I heartily love

John, Peter, Thomas, and so forth." The sentiment probably borders on the universal, but Swift is one of the few who have had the honesty to put it into words.

The book appeared on October 28, 1726, and the announcement of its publication in

the Daily Journal stated that "there are a few copies printed on a Royal Paper." The book, therefore, was one of the first English classics to appear in a large - paper edition. It was called by a name now used in full only by cataloguers, bibliographers and librarians: "Travels into Several Remote Nations of the World ... By Lemuel Gulliver, First a Surgeon, and then a Captain of several Ships." The printer was Benjamin Motte, "at the Middle Temple-Gate in Fleetstreet."

There is an abundance of testimony

to the immediate success of "Gulliver's Travels." Within two weeks of its appearance Dr. John Arbuthnot prophesied for it "as great a run as Bunyan." John Gay wrote Swift that "the whole impression sold in a week." One of the host of pamphlets that sprang into being in the wake of the book declared of the first edition that "the town are infinitely more eager after them than they were after Robinson Crusoe." other pamphlet, "Gulliver Decypher'd"itself, like "Gulliver," the work of an unnamed hand-declared: "If our Judgment of Books was to be determin'd by their Success, Gulliver's Travels is certainly the best Piece that ever was written, except Pilgrim's Progress, the Seven Champions, Jack the Giant-killer, and a few more: For 'tis very remarkable, that there have been several Thousands sold in a Week; and it is already translated into the French language,



in which, we are told, Robinson Crusoe has been very successful. But 'tis well known, that Milton went off, at first, very slowly; that Dean Prideaux could hardly get a purchaser for his Connection, &c., and that a famous Printer was lately undone by the Bible." But the discussion carried a sting in its tail: "The Reason of this is, that there are more Fools than people of Judgment in the World."

It is worthy of note that of these commentators, two compared "Gulliver" with "The Pilgrim's Progress" and two with "Robinson Crusoe." Not only were the books comparable as interesting and exciting narratives, but their publishing adventures appear to have been almost identical. Each was followed by imitations, adaptations, abridgments, alleged continuations by the same hand, burlesques, and piracies. Each has endeared itself in the generations following its original appearance to a succession of illustrators—"Gulliver" in particular, offering as it does such a beautiful opportunity for the delineation of the fantastic.

The bibliography of "Gulliver's Travels" is as labyrinthine an affair as that of "Robinson Crusoe." There is no space here to set forth its intricacies; the student will find them recited in detail in Lucius L. Hubbard's "Contributions Towards a Bibliography of Gulliver's Travels to Establish the Number and Order of Issue of the Motte Editions of 1726 and 1727" (Chicago: Walter M. Hill, 1922). The most important element in the problem is the frontispiece portrait—not of Swift, obviously, since the book was anonymous (as was every one of Swift's multitudinous productions save for one or two unimportant pamphlets), but of Captain Lemuel Gulliver, depicting him at the age of fifty-eight. In the first state the border of the oval medallion portrait is bare of lettering, the caption appearing in a narrow tablet below the oval. In the second state the descriptive matter is transferred to the border of the oval, and in the tablet below appears a quotation from Persius. In the third state the lettering is identical with that of the second, but the plate has been retouched. It is interesting to note that in every known copy of the large paper edition (one copy exists with marginal comments in Swift's hand) the portrait is in the first state.

Part of the difficulty in establishing the priority of one issue of "Gulliver" over another lies in the fact that Benjamin Motte, or rather his unnamed printer, did not do a particularly handsome job of work. But Motte or another did even worse than that. The text was certainly tinkered with. and Swift's subsequent allusion to the "mangled and murdered pages" of "Gulliver" went deeper than annoyance over occasional clumsy misprints. The most satisfactory "Gulliver" published during Swift's life, in fact, did not appear until 1735 with the imprint of George Faulkner of Dublin. This gloomiest of gloomy deans had to patronize a home-town industry to get the best results.

In his thirty-second year Swift had set down a set of rules of conduct to be followed "when I come to be old." One of them read "Not to be fond of children, or let them come near me hardly." In all likelihood this was only what a later day would characterize a Freudian defensethe familiar phenomenon of over-protestation. Swift's bark was probably worse than his bite. But whatever his sentiments toward children, whether his harsh assertion against their proximity be taken literally or with a copious dash of salt, it would certainly astonish Swift out of all equanimity could he know that "Gulliver's Travels" is best known today as a children's book. The same has been said of Defoe and "Robinson Crusoe," but Defoe at least was telling a simple story, despite one or two elaborate but unconvincing efforts that subsequent commentators have made to prove otherwise. In the case of Swift the story was a coat of transparent veneer designed to bring out more clearly the grain of the satire beneath. Children, unless they be incredibly precocious, are blind to the clumsiest irony, and for two hundred years children have read "Gulliver" in blithe enjoyment of the adventures of its hero among the little and the big people and seen in it nothing but a strangely credible fairy tale.

But they have almost never traveled further than Lilliput and Brobdingnag. Part III, "A Voyage to Laputa, Balnibarbi, Glubbdubdrib, Luggnagg and Japan," and Part IV, "A Voyage to the Houyhnhms," are invariably omitted from juvenile versions, and are certainly less familiar to

adults than the continuations of "The Pilgrim's Progress" and "Robinson Crusoe." In them, particularly in Part IV, Swift's cup of bitter disdain brimmed over. And he probably intended Houyhnhnms to be pronounced something like "whinnims."

The first issue of "Gulliver's Travels" was worth \$4200 at its last public appearance three years ago; the same copy, two years earlier, had sold for \$1800. Last January the Jerome Kern copy of the large

paper issue, described as possibly the finest in existence, brought \$17,000. Swift himself seems to have netted only two hundred pounds for the book. He humorously envisaged a future for his works only in Duck Lane, the bourne of old books in the London of his day. Whatever fame he seriously foresaw or hoped for, the picture probably did not include in its details the red plush curtains of the auction room and the battle of books and bidders.

Old and Rare Books

Frederick M. Hopkins

HE library of Sir Isaac Newton is now for sale in London and there is much speculation as to whether it will cross the Atlantic to America, find an appropriate resting place in the Royal Society's library, or go to Newton's alma mater, Trinity College, Cambridge. The present owners will sell the library only as a complete unit, and although no price has been publicly announced, it is believed that the books will bring at least \$100,000. Colonel R. de Villamil, who discovered the library, has now worked out its complete history. After Newton's death it was sold to his neighbor, John Huggins, warden of the Fleet prison. He gave the books to his son, Charles Huggins, rector of Chinnor. When he died, about 1750, his successor, Dr. James Musgrave, bought it from the estate for £400 and pasted his own bookplate over the Huggins bookplate. The Musgrave plate consisted of his arms combined with the Huggins arms, for he had married Charles Huggin's niece. Underneath was the Latin motto, "Philosophemur." This bookplate is still in the books, together with the numbers Dr. Musgrave put in them when he cataloged the library, about 1760. It is this catalog that Colonel de Villimil found. Dr. Musgrave died in 1778 and the library passed to his son, who took it to Barnsley Park. There recataloged and renumbered. Though the original owner was then recognized, the Newton tradition was finally forgotten, and they were put away as old books of no particular value. There they remained until discovered by Colonel de

Villamil who has traced their history step by step since Sir Isaac Newton's death.

THE sale of the Panter library at Sotheby's, in London, on July 11, has already been referred to in these pages, but Percy Dobell, who sold Mr. Panter many of the Goldsmith items, has furnished the London Times with some data that well illustrates the upward march of prices in recent years. The first copy of "The Vicar of Wakefield," 1766, first edition, with the catchword on page 39, Vol. II, misprinted "was" for "him," which fetched £1,470, was bought in Holland for a nominal sum by a clergyman on holiday, from whom Mr. Dobell bought it and sold it to Mr. Panter for £170. Another variant of the same edition, with the above noted catchword correctly printed, bought at the Pearson sale in 1916 for £145, fetched £800. The copy of "The Bee," 1759, was sold by Mr. Dobell to Mr. Panter for £1 10s., and now realized £95. "The Mystery Revealed," 1762, concerning the supposed Cock-lane ghost, came from the Pearson sale of 1914 at £22 10s., and now advanced to £105. "The Memoirs of a Protestant," 1758, a fine copy was in the Pearson sale of 1916, and brought £50 then and now £100. Of the two copies of "The Deserted Village," the one with the imprint of W. Griffin and the date 1770 sold for £640, and that with the imprint of J. Barker and undated brought £115—the latter is apparently the copy which sold for £12 5s. in 1916. An early issue of the first edition of "Retaliation," 1774, with

all the errata uncorrected except the first, was in the Pearson sale of 1916, and sold for £46, and now brought £420. The first published edition of "The Traveller," 1765, and the first book in which Goldsmith's name appears on the title, sold for £135. The autograph letter of one page quarto from Goldsmith to Mrs. Thrale. circa 1773, concerning some books, was bought some years ago by Maggs Brothers for £40, who again became its owner by paying £1,300 for it. Many of the first editions of other authors showed similar advances over their cost prices.

R. R. W. CHAPMAN, secretary of the Oxford University Press, says that the difficulty of the English antiquarian bookseller nowadays is not to sell but to buy. Books which a few years ago were plentiful seem to have disappeared. Books which lay on the shelf unregarded, because they were not worth cataloging, are now sold at once when cataloged. Dr. Chapman scouts the popular notion that English rivals are finding their chief rivals in American millionaires. The competition comes not from wealthy collectors across the Atlantic, but from the American libra-American librarians and professors on vacation drive through our country towns and buy up whole shops full of books. Old editions are being sought for by librarians from the Dominions and from the Continent of Europe. Moreover, in England itself the habit of serious collecting for professional purposes has grown very much. Many of our professors and lecturers in literature and history, and not a few undergraduate students are collectors in a modest way.

IN a letter received a few days ago the writer says, "I have been trying for two years to get a good copy of Melville's "Moby-Dick" first edition printed in New York in 1851, and I have just been able to get it at the handsome price of \$225, not from a New York bookseller, but a small western dealer who does not specialize in first editions." This price was as low as that at which any well informed bookseller would care to part with this edition—that is rare in good condition. Two copies are recorded in the "American Book Prices Current" for 1928. One copy, "faded, pp. stained" brought \$160; the other, "slightly

frayed, text stained, stamp on fly-leaf." brought \$140. Something over a year ago a New York dealer sold a "fine clean copy" for \$250, which seemed high at the time. but by comparison with many other prices may be regarded as quite reasonable. The demand for first editions of Melville is increasing, and if the collector is particular about condition he will not find it an easy task to bring a set together and he will have to pay a pretty good price for them. The sooner he gets them the lower the price will be.

THE first "Book of the General Lawes Libertyes of Massachusetts." printed in Cambridge in 1648, the only known copy of which is in the Henry E. Huntington Library and available hitherto only to students who could visit California, or through photostat copies in a few libraries in the East, will be reprinted this autumn by the Harvard University Press. This book has a unique interest for the study of the development of law, for it was the first attempt at a comprehensive reduction into one form of a body of legislation of an English-speaking country. It stands as the basis of all subsequent Massachusetts legislation, and it was also a significant step in the establishment of responsible government. The original is not easy to read and in some places is almost illegible. The present printing reproduces the original, line for line and word for word. From the wide interest that has already been shown by students of law and collectors of Americana, it is evident that this reprint will be warmly welcomed.

ORDON S. HAIGHT, the Hotchkiss GORDON S. IIIIIGA School, Lakeville, Conn., is writing a life of Mrs. Lydia H. Sigourney (1791-1865), the first popular American poetess, and will be grateful for any assistance in finding letters by or to the poet.

Catalogs Received

Association items, fine bindings, first editions and other interesting books. (No. 305; Items 221.)
George A. Van Nosdall, Maple, Wis.
Grammars and dictionaries of Oriental languages. (Items 221.) Benjamin F. Gravely, Box 209, Martinsville, Va.

Old maps of the world. (No. 3; Items 852.) Francis Edwards, Ltd., 83 High St., Marylebone, London,

England.

Rare books, including some of the choicest gems of literature. (Items 53.) Dutton's, Inc., 681 Fifth Avenue, N. Y.



From "The Woodcut-an Annual" (Curwen Press), edited by Herbert Furst

Recent Limited Editions

A List of Recent Limited Editions, Tabulated Under Publisher and Giving Descriptions of the Volume Which Will Aid Followers of This Branch of Publishing

GRABHORN PRESS

"Regulations for Governing the Province of the Californias."

2 vols. Trans., John Everett Johnson. 93/8 x 61/4. 60 and 55 pages. Boards. 300 copies. Arnold hand bleached. \$15. San Francisco. July, 1929.

THE GRABHORN PRESS, THE WESTGATE PRESS

"American Taste," by Lewis Mumford.

1 vol. 63/4 x 10. 34 pages. Goudy Modern. Boards, cloth back. 500 copies. \$7.50. San Francisco, 1929.

PYNSON PRINTERS

"The Decorative Work of T. M. Cleland, a Record and Review."

1 vol. Signed by Cleland, 1st 55 copies. Frontis, signed by Rockwell Kent, 1st 55 copies. Each set numbered. Intro. by Alfred E. Hamill. Reproductions in color and black and white. Designed by Elmer Adler. 12½ x 9½. 24 pages + 100 plates. Cloth. 1200 copies. First 55 signed and signed proof lith. portrait by Rockwell Kent. \$20; \$75. New York. August, 1929.

CURWEN PRESS, RANDOM HOUSE FOR THE FLEURON

"The Woodcut"—An Annual. No. 3. 1929.

1 vol. Ed. Herbert Furst. Illus. woodcuts. 103/4 x 73/8. 79 pages. Bds., cloth back. 750 copies (450 for Eng., 300 for U. S.). \$5.00. London. July, 1929.

HOUGHTON MIFFLIN CO.

"Abraham Lincoln in New Hampshire, by Edwin L. Page.

1 vol. Illus. photographs. $9\frac{1}{2} \times 5\frac{3}{4}$. 165 pages. Bds. 785 copies. \$6.50. Boston. July, 1929.

PYNSON PRINTERS, RANDOM HOUSE

"My Skirmish with Jolly Roger," by D. H. Lawrence.

1 vol. 85/8 x 53/4. 12 pages. Bds. 600 copies. \$3.50. New York. July 8, 1929.

WILLIAM EDWIN RUDGE

"An Academy for Grown Horsemen," by Geoffrey Gambado.

1 vol. 2 plates by Gordon Ross, others from old designs. Illus. Aquatone. 123/4 x 9. 38 pages. Facsimile of 1787 ed. Bds. in facsimile of old parchment. 400 copies on rag paper; 100 with hand-colored plates. \$15; \$50. New York. June, 1929.

THE GRABHORN PRESS, THE WESTGATE PRESS

"Nearer the Grass Roots," by Sherwood Anderson.

1 vol. Goudy Antique. 500 copies. \$7.50. San Francisco. August 1, 1929.

THE SCHOLARTIS PRESS, WALTER V. McKEE

"Glimpses," by Corrie Denison.

1 vol. $5\frac{1}{2} \times 8\frac{1}{2}$. 256 pages. Buckram. 100 copies Abbey Mills paper. \$8.50. London. 1928.

REGULATIONS

FOR

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THE PROVINCE OF

the Californias

APPROVED BY

HIS MAJESTY

by Royal Order, dated October 24, 1781.

TRANSLATED BY

JOHN EVERETT JOHNSON

San Francisco: The Grabborn Press: 1929

Title-page of
the Grabhorn Press's
two volume book on
government in the
18th century Californias,
one volume in translation;
the other in the original Spanish

THE FANFROLICO PRESS, WALTER V. McKEE

"Delighted Earth," by Robert Herrick.

I vol. Selection by Peter Meadows from Herrick's "Hesperides." Illus. by Lionel Ellis. Illus. 10 collotypes. Designed by Curwen Press. 55/8 x 9. 170 pages. Rudolph Koch Kursiv type. Silk. 550 copies on Vidalon paper, 25 copies on Japanese Vellum bound in full vellum. \$12.00; \$42.00. (This edition out of print.) London. 1928.

"The Tunning of Elynour Rumming," by John Skelton Laureat.

1 vol. Illus. Pearl Binder with drawings in color and line. 71/4 x 103/4. 47 pages. Poliphilus type. Sacking. 550 copies on Arches paper. \$6.00. London. October, 1928.

THE FOREST PRESS, WALTER V. McKEE

"Colour Block Print Making from Linoleum Blocks," by Hesketh Hubbard. 1 vol. Illus. by George Coleman. Illus. photographs. 51/2 x 83/4. 211 pages. Bds., cloth back. 2000 copies, coated paper. \$5.00. Breadmore, England, 1927.

THE HALCYON PRESS, WALTER V. McKEE

"The Marriage of Heaven and Hell," by William Blake.

1 vol. Designed by Joh. Enschede en Zonen at Haarlem. 5 x 8. 36 pages. Lutetia roman and italic type. Bds., buckram back. 325 copies Pannekoek Antique. \$7.50 a copy. Haarlem, Holland. April, 1929.

DOUGLAS CLEVERDON, WALTER V. McKEE

"The Red Shoes," by Hans Andersen.

1 vol. Illus. by Willi Harwerth with colored wood-engravings. 5½ x 7¾. 31 pages. Grobe-Antiqua of Rudolf Koch type. *Vellum, 5 copies on handmade paper, signed by artist, containing an extra set of the engraving colored by hand, an extra set uncolored and an original drawing; vellum back, board sides, 30 copies on handmade paper, signed by the artist, containing an extra set of the engravings colored by hand; boards, 200 copies on handmade paper. \$25.00; \$15.00; \$7.50. Bristol, England. November, 1928.

UNIVERSITY OF CHICAGO PRESS

"Projects in Design," by Stanislaus Szukalski,

I vol. Illus. by Szukalski with sketches and photographs of sculpture by William A. Kittredge. 103/4 x 12. 216 pages. Hand-set Bodoni type. Cloth, 2 colors. 150 copies with original wood-cuts. \$30.00. Chicago. August 20, 1929.

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^{*} These represent the limitations for America. There was a like quantity of each edition for distribution in Great Britain.

Good Second-Hand Condition

John T. Winterich

HE Publishers' Weekly has already noted (July 6) the fact that Martin Shaw's autobiography, to be published by the Oxford University Press, and former Governor Alfred E. Smith's reminiscences, serialized in the Saturday Evening Post and scheduled for fall publication by the Viking Press, are both called "Up to Now." Finding fresh names for volumes of memoirs must be among the world's more impressive intellectual feats. Departures from half a dozen strictly orthodox titles usually result in something bizarre and fantastic-a combination of disadvantages which "Up to Now" pleasantly avoids.

This business of duplicated titles is an interesting one, for the reason that it is almost invariably the result of simple coincidence or of the workings of subconscious memory. One exception is Edith Wharton's "The Mother's Recompense," (New York, 1925), wherein Mrs. Wharton pays graceful tribute of acknowledgment to the memory of Grace Aguilar, who had used the title nearly a century earlier.

Rudyard Kipling's "The City of Dreadful Night" is certainly an instance of subconscious copying. Tipped to the titlepages of copies of the first English edition, published by Sampson Low, Marston & Company in 1891, were slips which read:

"The Publishers beg to state that at the time of printing this work they had overlooked the fact that the title had been previously used for a volume of Poems by the late James Thomson (B.V.). They have, however, received the kind permission of Mr. Thomson's Publishers to use it." Thomson had died in 1882, two years after the original appearance of his own "City of Dreadful Night."

Facing the first text page of Frank Norris's "A Man's Woman" (New York, 1900) appears the following notice signed with Norris's initials: "The following novel was completed March 22, 1899, and sent to the printer in October of the same year. After the plates had been made

notice was received that a play called 'A Man's Woman' had been written by Anne Crawford Flexner. As it was impossible to change the name of the novel at the time this notice was received, it has been published under its original title."

George Gissing seems to have been particularly happy in his choice of titles for his novels, for at least three of these ("Sleeping Fires," "The Crown of Life" and "The Whirlpool") have appeared on the covers of novels written subsequently by other hands.

When titles are taken directly from quotations, familiar or unfamiliar, some duplications are bound to occur. Volney Streamer's little collection of "Book Titles from Shakespeare" (privately printed in 1901, and worth bringing up to date to include such additions as Booth Tarkington's "Gentle Julia") records several duplications, and a compilation of titles from the Bible would doubtless record many more. Mr. Streamer's brochure, in fact, records one triplication: "Life's Fitful Fever" (from "Macbeth"), used by Edgar Fawcett, Eleanor Holmes and Arabella M. Hopkinson.

HAPPILY or not, the dust jacket has come into its own as a collector's item.

Two factors contribute to its importance.

It is, perhaps, as much an integral part of the book as the bound-in advertisements of an older day, on the presence of which collectors properly insist, and it is a virtual guarantee of the excellent condition of the book itself. But not inevitably. Circulating library practice, for example, generally favors lending a book in a special wrapper, the original dust jacket being retained for restoration to the book when the book is returned to the shelves. When the book is finally placed on a sale counter it is thus likely to wear the outward semblance of a pristine copy, while the body of the book itself may carry the scars of half-a-dozen weekends and infinite commutation trips. Most circulating library books are first edi-

tions, and it is natural that those titles which are desirable collector's items will eventually find their way into collector's hands. Bookseller and collector alike will do well to look behind the dust jacket in handling a jacketed item that is short of a mint copy.

MERLE JOHNSON'S selection of American high-spots has inevitably come in for its share of criticism, as any such personal choice must, but no commentator has yet belittled Mr. Johnson's inclusion of Mary Mapes Dodge's "Hans Brinker; or, The Silver Skates," although that title, so far as this department can learn, has no auction record and has not, in recent years at least, made its way into any American bookseller's catalog. This latter fact (and the former, too) may be a result of the mere unavailability of copies of the "Hans Brinker" appears to share the scarcity of its close contemporaries, Thomas Bailey Aldrich's "The Story of a Bad Boy" and Louisa May Alcott's "Little Women," and to share it for the same reason, namely, that practically no young reader is apt to look on a book as a col-

lector's item. This department would hasten to add, however, that it does not think children are necessarily harder on books than grown-ups; some grown-ups, at any rate, can use up a book far more quickly than some children. A child's book suffers rather from many handlings than from a single severe handling. Childhood favorites are read again and again by the same child, and in the old days when it was not disgraceful for a family to have half a dozen or more children one copy of such a story as "Hans Brinker" would serve for all in succession.

The first edition of "Hans Brinker" was a substantially built book. Its board covers were unusually thick for that day or this, and the edges were bevelled—an expensive luxury then as now, and a mark of elegance and distinction. The title-page of the first edition reads:

Hans Brinker; / or, / The Silver Skates. / A Story of Life in Holland. / By M. E. Dodge, / Author of "The Irvington Stories." / Illustrated by / F. O. C. Darley and Thomas Nast. / (publisher's monogram / New York: / James O'Kane, 126 Nassau Street. / M.DCCCLXVI.

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French Levant, allowing for the minimum waste in the very best skins obtainable, will cost, ON THE BOOK, at least \$2.00 per foot this Winter. Turkey Morocco will cost about \$1.00 per foot and fine English Calf about \$1.20.

Our new price scale, making increases as small as possible, will be issued on October 1 will be effective on November 1. We will deliver, at the present scale, all books and will be effective on November 1. SHIPPED TO US BEFORE NOVEMBER 1.

NOTES OF PROGRESS

- (1) We shall hereafter issue monthly mimeographed sales lists, to the trade only, of special bound sets, individual de luxe volumes and rare first editions in original bindings.
 (2) Our printed "Scout List," for this Autumn, is on the press.
 (3) We have acquired 400 additional finely cut German hand-tools and rolls, all brand new—intended for a bindery which is never to open.
 (4) We have moved our shop from the fifth to the top (seventh) floor of the building at 240
- (4) We have moved our shop from the fifth to the top (seventh) floor of the building at 240 West 23rd Street; and have taken ample, dry, clean storage space on the fourth floor. Our clear shop space is now 50x100 ft., with 12 large windows and three big sky-lights. We employ 18 men and 4 women. We do not plan to increase the force but to intensify the work. We seek to prove that all the most difficult casing, mending, cleaning, inlaying, extra-illustrating, etc., as well as the most elaborate and individual full binding, can be done here quite as well as in England or France.

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For Your Clerks

8

EVERY clerk on the year round staff of a book shop is better prepared with information about books and the tools to find them if he is receiving an individual subscription to The Publishers' Weekly. Each extra subscriptions, where the book shop already subscribes for one at the regular rate, will cost you but \$3.00 per year.

The initials H and B in the first line and the publisher's monogram are in red. Red ink, in fact, dominates the beginning and the end of the book. Following the text are four pages of publisher's advertisements, and in each case the title of the book advertised and the name of the publisher are in red.

The pagination of the book is odd. There is no half title, and the two blank leaves preceding the title are unnumbered. The title leaf, therefore, constitutes pages i and ii. The dedication occupies page 1, page 2 is blank; the preface occupies pages 3 and 4 and the Contents pages 5-8, with the illustrations listed at the end of the Contents on page 8. The text begins on page 9 with no intervening half title, and ends on page 347, page 348 being blank, and the four following pages, devoted to the advertisements mentioned above, plus one blank leaf forming part of the final signature. The The binding is end leaves are yellow. brown cloth, with blind stamped border on the front, with the O'Kane monogram in the middle in gold in a gold circle. The back cover is identical, even to the gold monogram. The backstrip reads simply: "Hans / Brinker. / James O'Kane." Thus each of the three component parts of the binding emblazons the fact that O'Kane published the book, but no one of them gives the name of the author.

Of the four illustrations, only one, the frontispiece, is by Darley, and the other three are the work of Nast. The three interior illustrations are assigned to the pages containing the text depicted, and not to the actual locations of the illustrations. This, obviously, was done to secure a more even pictorial distribution. The text pages given in the list of illustrations are, respectively, 243, 275, and 337—all in the last third of the book. The illustrations are inserted, however, opposite pages 120, 192 and 288.

Mary Mapes Dodge, by which name the author is better known than as "M. E. Dodge," was twenty-eight years old when "Hans Brinker" appeared. Seven years later, with the inauguration of St. Nicholas, she became its editor. Her brief preface to "Hans Brinker," which is not generally reprinted, said among other things: "Should this simple narrative serve to give my young readers a just idea of Holland and its resources, or present true pictures of its in-

habitants and their every-day life, or free them from certain current prejudices concerning that noble and enterprising people, the leading desire in writing it will have been satisfied." What, pray, were the "current prejudices" against the Dutch that were doughty enough to require counterpropaganda in the months following the close of the Civil War?

One of the four pages of advertisements following the text is devoted to "Hans Brinker" itself. It is given over entirely to a publisher's blurb, no reviews being available for quotation, of course. (Were reviews quoted in later issues, as in the case of "Uncle Remus" or the first American edition of "Treasure Island"?) Herein Mr. O'Kane declared that "like some of the good old Holland drinks, the work is richly spiced with genuine fun and jollity." This brand of advertising copy, certainly as applied to children's books, seems to have gone out of style well in advance of the Eighteenth Amendment.

SUCH an abundance of the tools of the trade is available in the form of bibliographies, check lists, auction and dealers' catalogs and ordinarily accurate works of general reference that there is no excuse for any bookseller's labelling any book a first edition, and pricing it accordingly, when it emphatically is not. The error is commonest among general second-hand booksellers who maintain on their shelves a few feet of first-edition material; it is a factor which the collector has no cause to worry about in dealing with the specializing rare bookseller. It is the rare bookseller's business, of course, to know his books as accurately as Mr. Tiffany knows his diamonds, and he does. But is it not as much the business of the general secondhand dealer to know at least those first editions which he proclaims as such? Such misbranding as is here referred to is not usual or even common, but this department has seen enough instances of it to believe that a word of caution is not out of place. In the instances that have come under your correspondent's eye it has been obvious that no fraud was intended-nothing worse than mere negligence was evidenced, but that fault is bad enough, particularly when a few dollars wisely distributed will secure for anyone enough manuals to make the commission of such errors impossible.

MAGGS Brothers Catalog No. 521 (Bibliotheca Asiatica et Africana, Part V) describes an autograph letter sent home by a Spanish Jesuit missionary from Cancheu, China, in 1689 in which the chronicler presents some remarkable data on the speed of the mail service in that preaeronautic day: "The advice boat leaves in December, of this year, viz., 1689; from Macao it takes three months to go to Goa, so that it arrives in that city in March. The letters are kept during the whole of the year 1690 in Goa. Thereafter they leave Goa in January, 1691, and arrive in Lisbon in September of the same year, and thence in a month or two they are received in Aragon. So that letters which are written in China here in October, 1689, arrive in Aragon in October, 1691. From Aragon they answer in January or February, 1692; these letters arrive in March in Lisbon, in which month or at the beginning of April the ship for India leaves and arrives in Goa in the same year, 1692. The letters wait there till April, 1693, when they leave for Macao, and in three months they arrive here. And so, the letters written in Spain, 1692, are received in Macao in August, 1693, and thence they are sent to the Fathers who are in China here. In this manner it is clearly seen that four years are necessary for an answer to be received to a letter, with the provision that in this calculation there may be some slight difference, more or less, depending on the state of the sea and winds."

Note: Mr. Winterich's contributions, "Good Second-Hand Condition," will appear in the third issue of each month's Weekly.

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AMERICAN NEWS Co., 131 VARICK St., N. Y. The River War. Winston Churchill.
With Kitchener to Khartoum; From Capetown to Ladysmith. George Warrenton Stevens.

W. H. ANDRE, 604 KITTREDGE BLDG., DENVER Journal of Geology. 1914. No. 7 of vol. 22.

ARGUS BK. SHOP, 333 S. DEARBORN ST., CHICAGO Clifford, Hugh, Any books by

Crosby, Percy. Always Belittlin'. Compton, F. Snow. Esther: A Novel. N. Y. 1884.

De Casseres, Benj. Forty Immortals. Pub. Lauren.

Dorgeles, Roland. Wooden Crosses.
Dorman. Origin of Superstition.
Elliot. The Durable Satisfactions of Life.
England, Geo. Allen. Darkness and Dawn.

England, Geo. Allen. Darkness and Dawn.
Fuller, H. B. A. D. 2000; Chevalier of Pensiera
Vani. 1st ed; Bertram Cope's Year. 1st ed.
Graham, Tom. Hike and the Aeroplane.
Harte, Bret. American Art Ass'n Auction Catalogue of Cozlay Collection of.

Hearn, Lafcadio. Life Mead. 1917. 1st ed. Life and Literature. Dodd,

Heyward. Porgy. The play. 1st ed.
Hudson, W. H. Green Mansions. Knopf ed.
N. Y. 1916. 1st ptg. Fine copy.
Jackson, M. S. The Light of the Ages.
Jeffers, Robinson. Tamar. 1st ed.
Kent, Rockwell. Voyaging. Ltd. ed.; Wilder-

Kent, Rockwell. Voyaging. Ltd. ed.; Wilderness. Ltd. Signed ed.

Masters, Edgar Lee. Spoon River Anthology.

1st ed.

Mays, Florence. Life of Brahms. Vol. 1 or the complete set.

McCutcheon, G. B. Graustark. 1st ed. Melville, Herman. Moby Dick. 1st ed.

Argus Bk. Shop-Continued

Millay, E. St. V. A Few Figs from Thistles. 1st ed.

Newton, A. E. The Amenities of Book Collect-

Newton, A. E. The Amenities of Book Concering. 1st ed.
O'Neill, Eugene. Before Breakfast. 1st ed;
Thirst. 1st ed.; all 1st eds.
Powys, John Cowper. Visions and Revisions;
Wood and Stone. 1st eds.
Robinson, E. A. All 1st eds.
Skinner. Source of Measure.
Sterling, George. Truth.
Sutherland, James Adventures of an Elephant

Sutherland, James. Adventures of an Elephant Hunter. Macmillan. London. Tarkington, Booth. The Gentleman from Indiana.

1st ed.

Mont St. Michel and Chartres. Privately printed. Washington, 1904. The Book of Job. The Roycrofters. Ltd. hand

colored.

The Lanthorn Book.

48, nos. 1, 2.

Hughes, Richard. The Innocent Voyage. 1st ed.

A, S. ARNOLD, Box 36, METUCHEN, N. J. Aldous Huxley. Burning Wheel; Jonah. 1sts. All Aldous Huxley items and autographs. Books on Egyptology.

T. Arnold, 333 Dolphin St., Baltimore, MD.

Thos. Jefferson. Works and Book relating to
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Randolf. Domestic Life of Thos. Jefferson.
Maryland. Counties of Maryland: Anne Arundel. Warfield or Riley; Kent. Hanson;
Cecil Co. Johnston; Baltimore City and
County. Scharf.

Poe Items. Scharf. Hist. Maryland. 3 vols. and odd vols.

ART STUDIO B'KS, 15 W. 44TH ST., NEW YORK Sin-Eater. Fiona McLeod. Curious Myths of the Middle Ages. Baring-

AUDITORIUM BK. STORE, 1018 15TH ST., DENVER The Claw. Cynthia Stockley.

J. BAER & Co., HOCHSTR. 6, FRANKFURT, GER. American Journal of Botany. Vols. 1, 2, 4, 5, 7. Kunow, Francis Beacon, Trans. Parker. Classical Philology. Chicago. Vols. 1 to 8. American Journal of Archaeology. Vol. 24, no. 3. Minutes of Proceedings of the Investigation Committee of American Senate. 1300 pp.

Journal of American Oriental Soc. 1928. Vol.

Books Wanted—Continued

J. BAER & Co.-Continued

Art in America and Elsewhere. Vol. 15, no. 6.
Official Gazette of Unit. Stat. Patent Office. Vol.
266. Sept., 1919. No. 1.
Jackson. Robinson Crusoe. 1922.

Ancient Books and Modern Discover-Kenyon. Chicago. Caxton Club. 1927.

W. BALLANTYNE, 1409 F St. N.W., WASH., D.C. Marvin. The American Merchant Marine. House and Garden. For Mar., 1928. Mythology of Ancient Greece and Keightly. Italy.

BAPTIST BK. STORE, 301 GIDDENS-LANE BLDG., SHREVEPORT, LA.

Henry Ward Beecher's Sermons.

BARSE & Co., 21 DIVISION ST., NEWARK, N. J. Tribute to a Dog, A. Gustave Kobbé. Stokes.

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON McLaughlin. Tennis as I Play It. Orig. l. p. ed. The Democratic Review. Wrappers. Mar. 1846; Sept. 1846.

BEACON BK. SHOP, 43 E. 45TH ST., NEW YORK O'Shaughnessy. Diplomatic Days.

W. A. BENJAMIN, 332 BRADBURY BLDG., Los ANGELES, CAL.

Newmark. 60 Years in So. Calif. 2nd Herodotus. Good type copy in English. 2nd ed. Hakluyt Society books since 1812. Dresden Ingersol. 12 vols. Cloth. Frontenac Parkman. 17 vols. Cloth.

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BOOK BARN, RIDGEFIELD, CONN. Personal Memoirs of P. H. Sheridan. 2nd vol. 1888 Wodehouse, P. G. All 1sts.

BOOK DEN, 464 8TH ST., OAKLAND, CAL. Annals of Surgery. Mar., 1920; July, 1921; June, 1924. English Versification. Phillip's Natural Hist. of Ducks. 4 vols. Well of Loneliness. Cheap copy.

BK. SUPPLY Co., 564 W. MONROE ST., CHICAGO Distinctive Idea in Education. Bishop Hulbert.

THE BOOKERY, 1647 WELTON ST., DENVER, COLO. Dickens. Scribner ed. Green silk cloth. Vol. 21. Scott. Estes Lauriat ed. Large paper, blue cloth. Vols. 39 and 40. Emily Dickinson. 1st Poems.

BOOKNOOK SHOP, 13 GREENE AVE., B'KLYN, N.Y. Three Rousing Cheers for the Rollo Boys. C. Ford.

Semantics: Studies in the Science of Meaning. M. Breal. London. 1900. By the Side of the Road. F. D. Van Amburgh.

BOOKSHOP, 806 MAIN, BATON ROUGE, LA. Wm. Morris. Works, or single vols. Arab. Nights. Vol. 10. Samara ed. Martin. History Louisiana. Gayarre. History La. 4 vols. Fortier. History La. 4 vols. Amer. Hist. Society. No. 2. Vol. 16. Monette. Valley Miss. Vol. 1. Bayou Folk Ballads.

THE BOOKSHOP, 83 SOUTH, MORRISTOWN, N. J. W. Somerset Maugham. 1st eds. Adelaide Crapsey. Collected Poems. Ricci. Beatrice d'Este. 2 vols.

THE BOOKSHOP, MERIDIAN & CHURCH, NEW LONDON, CT. Kent, Rockwell. Bookplates. Carmen, Bliss. Kinship of Nature. Bookplates. Ford. Salt Water Taffy. 1st ed.

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Brentano's, 63 E. Washington St., Chicago Dictionary of Economic Plants. Smith.
The Simple Life. In English. Pastor Wagner.
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In This Issue	PAGE
THINNER BOOKS by Harford Powel, Jr	601
MERCHANDISING BOOKS FOR CULTURE by Ethel Romig Fuller Vivian Cooley, a bookseller of twenty-five years' standing, talks intimately of her experience with book-merchandising in Meier and Frank's department store in Portland, Oregon.	604
A TRIAL IN Two CITIES	606
The Net Price Agreement in England; Summer Reading; This is a Season for Children's Books; Book Distribution Abroad; Club Conferences Continue.	608
In the Bookmarket	611
Old and Rare Books	
Gulliver's Travels by John T. Winterich	625
OLD AND RARE BOOKS by Frederick M. Hopkins	629
RECENT LIMITED EDITIONS	631
Good Second-Hand Condition by John T. Winterich	634

Forthcoming Issues

Watts will write on budgeting the stock orders, a brand new theory which should help the buyer anticipate his stock needs and to provide for them in the budget. Also, in this issue, a series of articles on the selling of children's books.

"Tea in a Bookshop" is an unusual idea, at least for America. Alexander Greene of Chicago has inaugurated the custom of serving Sunday afternoon tea in his Michigan Ave. bookshop, in honor of visiting authors. To appear in the September 7th issue of the Publishers' Weekly.

Next week's issue will be devoted in the main to the selling of Dollar Books, with articles by Ruth Leigh and Harriet

Long, Chief of the Traveling Library and Study Club Department of the Wisconsin Free Library Commission.

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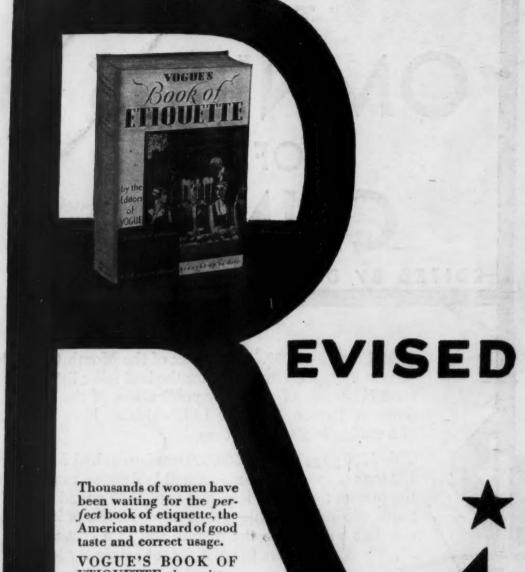
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